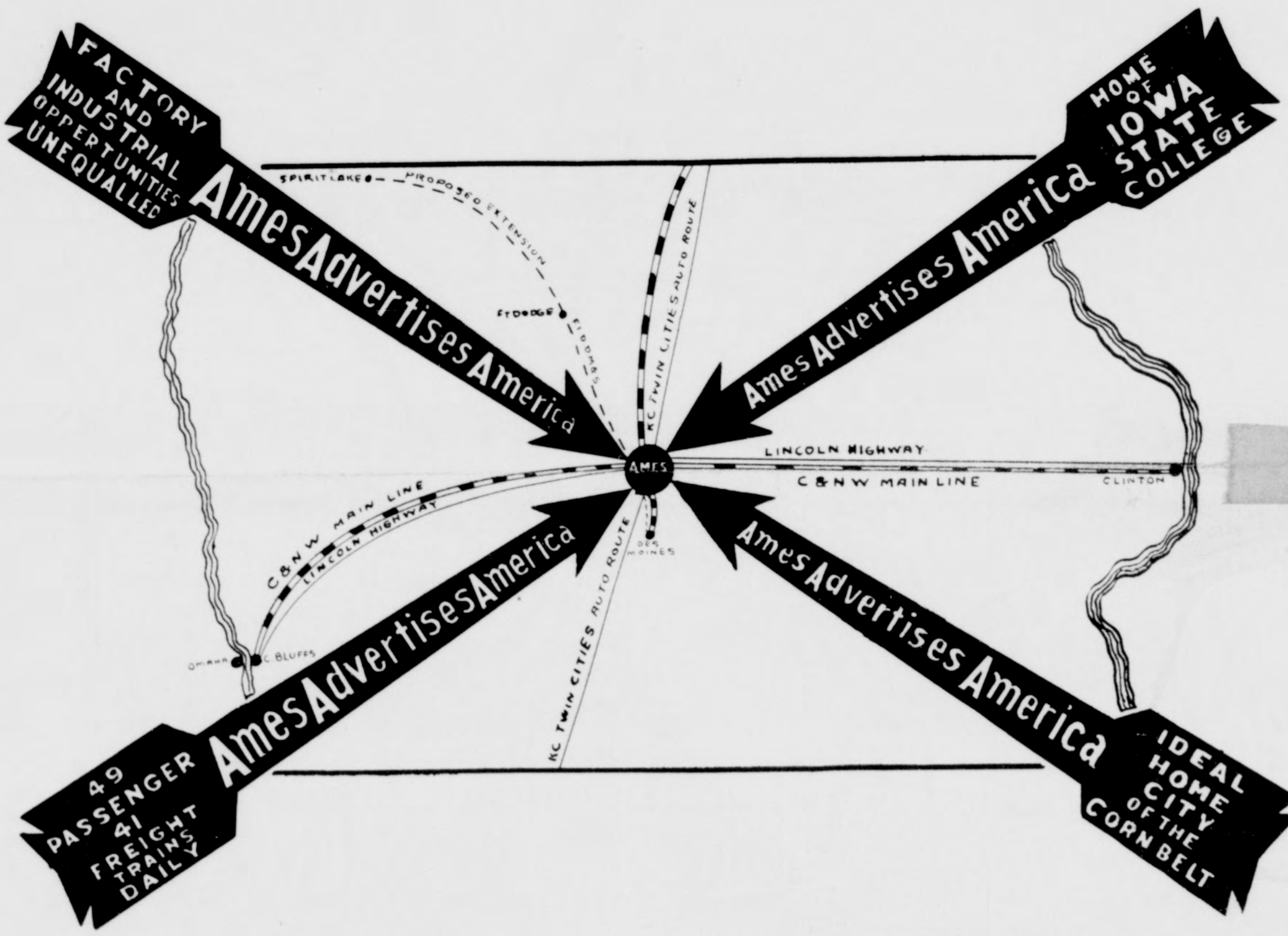
AMES EVENING TIMES



SOUVENIR and INDUSTRIAL
FEATURE EDITION

1915 Was a Very Prosperous Year For Ames

New enterprises were inaugurated, new business blocks were erected and many new homes were built.

For Many People of Ames it Was Indeed a Happy Year in that it Marked the Achievement of their Great Ambition--

A NEW HOME OF THEIR OWN

The Munn Lumber Company takes pride in the fact that it had no small part in furnishing the materials that went into these new business blocks and new homes and that Munn Quality and Munn Service made so many of them the best of their kind.

The Following Represents the High Quality Building Material We Handle

FINISHING MATERIALS.

California Sugar Pine.
Northern White Pine.
Yellow Pine.
Plain Red Oak.
Cypress.
Spruce.
Idaho White Pine.

FLOORING.

Fir.
Yellow Pine.
Plain Red Oak.
Quartered Red Oak.
Select Quartered White Oak.
Select Plain White Oak.
Birch.
Maple.

WALL BOARDS.

Beaver Board.
Cornell Board.
Compo Board.

Hollow Blocks.
Sewer Pipe.
Drain Tile.

Northwestern States Portland Cement
Atlas White Cement.
Lime.
Stucco.
Plaster.
Sacket's Plaster Board.

Fire Brick.
Fire Clay.

SHINGLES AND ROOFING MATERIALS.

Johns-Mansville Transide Shingles, in Grey and Red.
Winthrop Tapered Asphalt Shingles.
Tylike Shingles.
Amazon Roofing.
Everlasting Roofing.
Tarred Felt.
Black Neponsett.
Special Roofing Cement.
Corrugated Steel Roofing.

Woven Wire Fencing, Barb Wire, Ridge Roll, Valley, T. & T. Steel Posts, Tip Top Ventilators, Sunshine Windows, Straight Ladders, Extension Ladders, Step Ladders

H. L. Munn Lumber Company

Souvenir and Industrial Feature Edition

SECTION ONE PAGES 1-8

AMES EVENING TIMES

AMES, STORY COUNTY, IOWA, FEBRUARY, 1916.

Municipal Ames Making Wonderful Strides

NEW $32,000 LIGHT PLANT

NEW $45,000 MUNICIPAL BUILDING

The fiscal year of the city of Ames extends from April first until April first, and for that reason, the period inclusive between those dates will be considered in recording a summary of the municipal improvements of the past year.

Briefly, the present city administration has completed or contracted for:

City Hall	$ 45,000.00
Sewer contracts	89,414.15
Sidewalk improvements.	3,591.69
New light plant	32,000.00
Curb and gutter paving..	267,797.87
	$437,803.71

This will mark one of the most important epochs in the history of Ames, in the matter of public improvements.

The city officials directly responsible for these remarkable improvements are:

PARLEY SHELDON.
Mayor.

It has been said that Parley Sheldon is the best known private citizen in the state of Iowa, and none have arisen to dispute the claim. For almost a quarter of a century he has been the active head of the municipality of Ames. During that time he has seen remarkable progress in the city. He has seen muddy streets and floating sidewalks transformed into permanent thoroughfares. He has seen vacant prairies developed into beautful residence sections and he has seen Ames grow from a straggling village to the fastest growing city in the central west.

To attempt to revive his long and useful career in public service for the city of Ames is a task far too great for this edition, the best that

L. B. Spinney, councilman-at-large.

can be said is in his own words, "my record as a municipal officer is an open book." To attempt to definitely describe his career as mayor would call for a detailed history of the development of Ames for the past twenty-five years. Those who live here know of his service, those who do not live here have heard of Parley Sheldon if they have ever heard of Ames. Citizen, mayor and banker, he has been one of the strongest figures in the development of our beautiful city to its present high standing.

A. B. MAXWELL.
City Clerk.

Strangers asking for any information regarding the municipal affairs of Ames are always referred to Dr. A. B. Maxwell, City Clerk. Dr. Maxwell is now serving his twenty-second year as the keeper of the city's records and if there is anything he does not know about municipal affairs of Ames, such a thing has not been discovered.

Upon Dr. Maxwell's hands have devolved the multitudinous duties that come to a city clerk of a city that has been growing as rapidly as Ames, and he has handled them efficiently and profitably to the city. His office is a model for other city clerks' offices in the state and during the course of a year's time he has many visitors who come to learn how they can systematize their work along the Ames plan.

In addition to acting as keeper of the records of the council, Dr. Maxwell has in his charge the accounting department for the light and water systems. Here he has worked out a method of bookkeeping that is the marvel of other towns in the state.

In the new city hall, Dr. Maxwell will have more commodious quarters to care for the ever increasing duties of his office and with these accommo-

Jas. Gilchrist, councilman 3rd ward.

dations he will be an even more valuable asset to the city.

CHAS. MURRAY.
Councilman Fourth Ward.

The Fourth Ward, with its rapid advancement in municipal improvements, finds need of a capable man to represent it in the city council. At the last election the citizens of that ward chose Dr. Chas. Murray to represent them and they have not been disappointed in their choice.

Dr. Murray has been a resident of Ames for eight years, having been connected with the college during all

J. Q. Wickham, city engineer.

the second ward, is also serving his first term in municipal office. He graduated from Iowa State College in 1895 and was for a time in Chicago, coming back to Ames eleven years ago.

He represents a ward that covers a large amount of territory and has considerable street and other work to be done in the course of a year. He has been faithful in his duties and has always taken a definite

T. L. Rice, councilman 2nd ward.

Parley Sheldon, Mayor.

stand on the various matters that come up before a city council, so that his constituents know where to find him.

Dr. Rice has been active in his committees of the council and always looking for the best interests of the city.

H. B. CORLETT.
Councilman-1at-Large.

H. B. Corlett, councilman-at-large, is the only veteran on the city council. Mr. Corlett has served one previous term and is now nearing the close of four years active service as a councilman. He is a general contractor and has business experience that has proved valuable in his work for the city.

Mr. Corlett was not a new man in municipal government problems when he was first elected to serve on the Ames city council, having a considerable record behind him at Ossian, Iowa. He served as councilman and mayor there and was for nine years Justice of the Peace. He has been fearless and outspoken in his capacity as a councilman and has made a good record.

W. H. Stultz, councilman 1st ward.

A. B. Maxwell, City Clerk.

JAMES GILCHRIST.
Councilman Third Ward.

Councilman James Gilchrist is one of the progressive young business men of the city, who has taken sufficient interest in municipal affairs to serve as a member of the city council. He was born and raised in this vicinity and has spent ten years in the coal business, four years of which he has been in business for himself in the Roland-Gilchrist Coal Company.

He has taken an active hand in the affairs that have confronted the city council during his term in office and has never hesitated to cast his ballot and influence in the manner that he believed to be for the best interests of his constituents. He represents the third ward.

WALDO STULTZ.
Councilman First Ward.

In looking for a man to represent them in the city council, the residents of the first ward, two years ago, selected Waldo Stultz and gave to him his first term in public office. Mr. Stultz lived on a farm in Milford township for many years and moved to Ames thirteen years ago to retire. But his retiring was not of the proverbial sort. He retired from active work on the farm into active work in the interests of the city he claimed as his residence.

He has always been prominent in affairs that had as their aim civic betterment and has made the first ward people a good councilman. In a difficult position on the Street and Alley committee of the city council, he has been able to care for a large mileage of streets in a satisfactory manner, and has proved to be a level headed, far-sighted business man in his official position.

Chas. Murray, councilman 4th ward.

L. B. SPINNEY.
Councilman-at-Large.

Prof. L. B. Spinney, councilman at large, is one of the Iowa State College men who has taken a deep interest in the affairs of the city of which he is a resident and property owner and has given of his time and influence to assist in working out the many intricate problems of city government.

Prof. Spinney came to Ames as a Freshman student in 1889 and graduated from Iowa State College in 1892. He began teaching at once and has been at it ever since, except for a year and a half spent in Germany and Switzerland.

He has served on some of the important committees of the council and has been able to give valuable professional advice.

Chas. Warsaw, supt. light and water.

J. Q. WICKHAM
City Engineer.

A city spreading over as much territory as does Ames and spending such large sums of money for public improvements, needs a competent engineer. Ames has been fortunate in having the services of J. Q. Wickham, an Iowa State College graduate, who has mixed science with practice into a successful engineering career.

Mr. Wickham first worked for the city of Ames in 1900, running levels for sanitary sewers. He finished his labors for the city in 1904, having meanwhile completed the sewers on Main street. From Ames he went to Knoxville, where for two years he was employed in municipal work and was then called back to the city engineer's office in Ames. From that time until he went to Cedar Rapids in 1907, as assistant city engineer, he put in five miles of water mains; four and one-half miles of sewer; worked on an addition to the light plant; the 100,000 gallon water reservoir, the new tower and tank and the new ten inch well.

One year was spent in Cedar Rapids and in 1908 he came back to Ames as City Engineer and has remained here ever since.

CHAS. E. WARSAW.
Supt. City Light and Water Plants.

Chas. E. Warsaw, superintendent of the City Electric Light Plant and

H. B. Corlett, councilman-at-large.

Waterworks system, has demonstrated what a young man with proper training in his chosen line of work, can accomplish.

He has fully justified the confidence placed in him by the city fathers in choosing him for this important position, and has developed the municipal plants into very efficient and profitable concerns.

During the time he has held his present position he has made many improvements in the plant and service, chief among which is the unique and difficult task of building a new light plant and keeping the old one running at all times. This problem was worked out with the cooperation of City Engineer J. Q. Wickham, and has attracted considerable attention over the state.

Extra copies of this edition on sale at Times office or Ames News Stand. Ten cents each.

New Story County Bank

A community is judged largely by its banks. Ames is particularly fortunate in possessing well equipped and safely organized institutions of this kind, which keeps capital circulating freely in our community. One of the oldest of these is the Story County Bank.

The Story County Bank was established in 1888 by Armstrong and Robinson. In 1890 the business was taken over by Sheldon and Shelden, and has since been conducted as a private bank under the same ownership and management. During this time there have been only three persons employed in the bank who are not now among the working force, which has been increased during this period from two to six. Of these six persons, one has been with them thirten years and one twelve years, which with the two who have been with the concern since 1890 and given twenty-six years of continuous service should make a steady, capable force.

During this period and under this management the deposits have increased 600 per cent and the resources have increased to over one half million. This shows that they have been, indeed enjoying an excellent business. Aside from doing a general banking business, they do a farm loan business. There are departments for checking accounts, savings, real estate loans and other legitimate branches of banking. Metal banks are furnished to savings depositors and money is loaned on approved notes.

They expect to be established in their new quarters in the Sheldon, Munn Hotel building in the near future, where they will have rooms with modern equipment and up-to-date in all their appointments. As soon as they have made this step, the public will be extended an invitation to call and make a personal inspection of their new banking home.

The policy pursued by the Story County Bank has always been one of progressive, yet conservative character in securing business and the utter confidence enjoyed by the institution has demonstrated that it has the public's unqualified approval.

FUTURE HOME OF THE STORY COUNTY BANK.

Do It Now!

Drop in and look over the new Spring Clothes for men.

Hart, Schaffner & Marx and Society Brand Suits for spring wear have just arrived and the assortment is splendid.

Shirts, Hats, Caps, Shoes and everything you are going to need for spring is here in abundance.

Come in and get the cream of the lot before they are picked over.

W. H. Jameson

"Quality Equal to the Price You Pay"

AMES LAUNDRY
Dixon & Son.

Fourteen years ago, Dixon and Son started the Ames Laundry. Then it was only a small business, but during all these years additions to their floor space and to their equipment have more than doubled the size of their building and nearly trebled the capacity of their plant. Their reputation for sanitary service and uniformly courteous and business-like treatment has won them a host of patrons during their period of growth in this community, and their present finely organized business shows well the effect of efficient management.

When all the washing used to be done at home Monday was indeed a blue day for the average housewife. She lived all day in an atmosphere of steam and soap suds and at the end was too tired to take an interest in anything. But now the modern steam laundry has done away with all this and the present day housewife can send her family washing off in a bundle every week and have it come back to her ready to wear with no work on her part and at a reasonable cost.

Twenty-two people are required to carry on the business of the Ames laundry. Each one has a particular task and performs it alone, thereby becoming most efficient. The very up-to-date equipment which Dixon & Son have kept adding to their business has enabled them to handle a vast amount of trade with the least possible expenditure of labor. Catering as they do to a large portion of the student body at Iowa State college they have found that it pays well to carry on their laundry methods in the very best manner. System, neatness and despatch mark every operation of this laundry and it now ranks above many similar organizations in cities five times as large as Ames.

The bundles of dirty clothes are received at the washing room and are sent through two large roatry washers. All the water being softened and filtered before being used on clothes. After washing they come to the centrifugal drier and pass next to the rotary steam drier. The drying process is completed by a dry room conveyor which consists of an endless chain which carries the clothing to and fro in a room which is entirely surrounded by steam coils. When fully dried such articles as shirts and collars are sent to special ironers, where they are pressed into the attractive shapes in which the customers receive them. Fancy articles such as lace goods are ironed by hand. Work clothes and plain ironing work are taken care of by an American steam ironer. Sheets and similar articles go through large roller flatwork ironers. At the sorting room each bundle is again assembled and wrapped for delivery which is made by two motor trucks.

This laundry has done much to keep Ames clean and sanitary and its methods have become recognized as the best, and its success is bound to continue and develop.

THE LOUGHRAN MACHINE COMPANY.
S. L. Loughran.

For many years farmers have needed machinery in order to work their land to the best advantage and to fill the ever increasing demand for efficient farm tools there has necessarily been created a great number of farm implement establishments. Some have realized that the farmer was to become an important factor in the development of the country and to that end have spared no end to bring the very best of modern machinery within the reach of the agricultural men. Such an organization was established over twenty-five years ago and during practically all of that time Mr. S. L. Loughran has been connected with the company before mentioned, at first in partnership, but now as the sole owner.

The best lines of farm machinery are carried in stock here, such as the International and John Deere and the DeLaval Separators. The first two are full lines of machinery and comprise everything that the farmer could possibly need for tilling the soil and harvesting the crops. A feature of the Loughran Machine Company's business is their large and well lighted show room, in which is displayed a sample of each of the larger kinds of farm tools, so that when a man comes in to make a purchase he can see at a glance what an assembled piece of machinery looks like and how it operates. This display room is on the main or ground floor of the building occupied by the company and in the basement is found a store room of generous proportions, in which incoming machinery is stored until such a time as the owner sees fit to place it on sale or to ship it to his branch house which he maintains at Gilbert, Iowa. The top floor of the building is given over entirely to the display of buggies, of which the Kratzer and Blue Ribbon lines are handled. The building is very conveniently located for loading or unloading on cars and an elevator makes transportation from one floor to another an easy matter.

Repair parts for all of the machines sold by the company are kept in a separate room, each one in its proper place where it can easily be found when called for. Another feature which is only too often lacking in so many business houses and which is rarely found in a place of this size, is the shower bath for the workmen employed there. A toilet room, completely equipped for the use of the employes has found much favor with them. One man remains continually in the building occupying two neatly furnished rooms on the top floor where he is able to answer telephone calls at any time and have general supervision of the building.

The branch house at Gilbert which was established a number of years ago, has opened up a wide field for the sale of farm machinery. A manager who is directly responsible to Mr. Loughran for every transaction he makes, is in complete charge of the business in that town. Mr. Loughran's ability to grow and expand with the town has marked him as one of Ames' progressive business men.

Mr. Loughran also handles some of the very best grades of coal at his yards at the east end of Main street. Iowa, Illinois, Kentucky and Pennsylvania coals are highly recommended varieties.

SATURDAY

— At the

Twin Star

"101" Bison
Wild Animal Special

"On the Trail of a Tigress"

Featuring the Famous Animal Trainer

Paul Bourgeois

A picture that will please every man, woman and child. Come and see it.

"Fliver's Art of Mystery"

A clever Trick Comedy, something entirely different.

Matinee 2:30-5:30.
Evening 6:30-11:00
Adults, 10c Children, 5c.
Please come to the matinee if possible.

Clubs and Fraternities

Buy Your

Groceries, Meats and Bakery Goods

at the

Big Corner Store

Drop in at our TEA ROOM for meals and short orders.

We can also furnish cabs day or night.

A. L. Champlin

SPEERS & SLOCUM
Hardware.

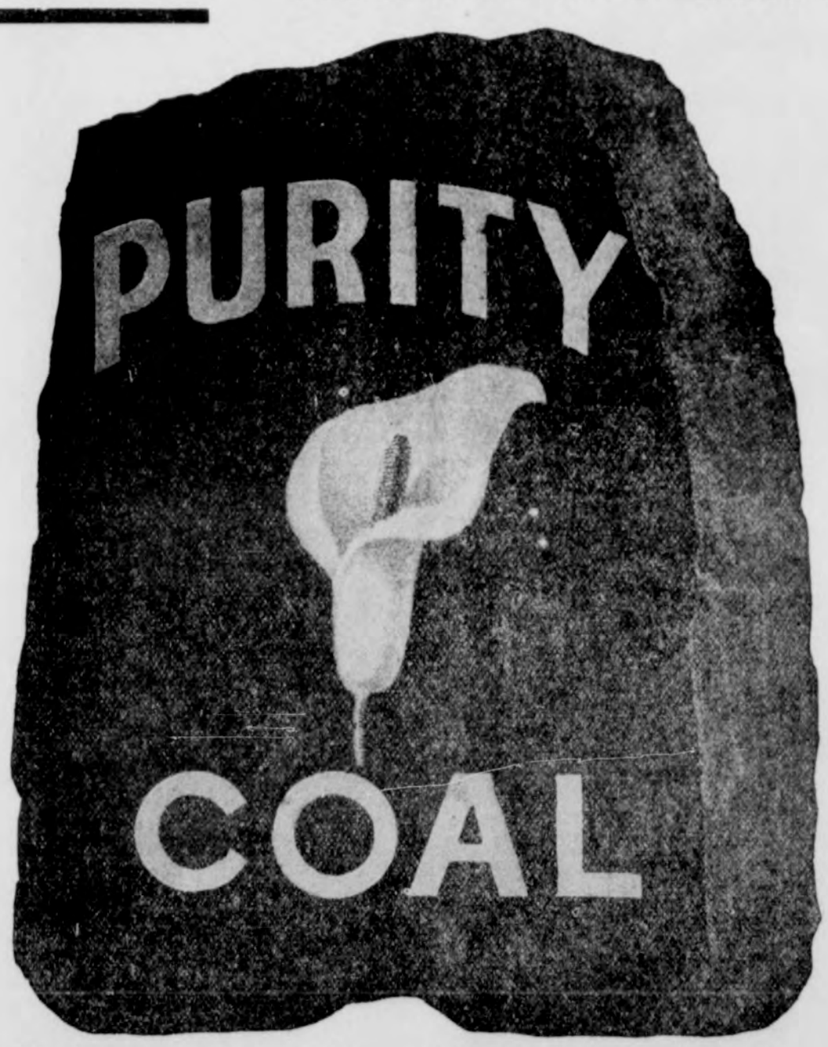
On December 6th, 1915, the A. L. White hardware store estate was sold to Speers and Slocum. This hardware store is one of the old landmarks of Ames, having been here for a great number of years. Speers and Slocum have doubled the stock since buying the business and are steadily increasing it. They have a large supply bought for spring delivery.

Everything in the way of hardware may be purchased at this store. Furnace installations are made and the well known furnaces such as the Green furnace, Colonial and Victor furnaces are carried in stock here. They also handle the popular Alcazar ranges and on the first of April will have a big demonstration of these for the public. Their famous Atlast electric washing machines are coming into quite a demand at present. A full line of Masury's paints are handled at this hardware store. They have been replenishing their stock of paints for the spring trade and now have over an eight hundred dollar assortment on hand. They sell the reliable Sharples separator. In fact only those makes of goods which are known to be reliable and which have a reputation behind them are carried at this establishment.

They have a tin shop in connection and this department is kept busy at all times doing work thruout the city and the service which they offer in this connection is of the very best. Since Messrs. Speers and Slocum have become proprietors of the store they have expressed their desire to make this place one of convenience for the trading public. That they have succeded in making their stock a good one is shown by the size of their trade.

PURITY COAL "Costs More But Cheaper"

The Best Fuel for all Domestic Purposes



Prepared in all Sizes Meets Every Demand

Sold Only by **Edwards Coal and Ice Co.** Phone 20 Black

We Guarantee Quality, Service and Full Weight

C. & N. W. Passenger Station

Where 34 passenger trains arrive and depart daily.

BOSWORTH DRUG STORE

The Bosworth drug store has become to be perhaps one of the best known drug stores in town for they have been located in Ames for thirty years. They carry everything in the drug line and aim to keep their stock new from year to year. Their one policy has always been to let no old medicine accumulate. At each annual inventory the stock is thoroughly gone over and medicines which are not in use are disposed of.

Besides a line of drugs and medicines here one may purchase wall paper, high grade paints, post cards, stationery, perfumery and toilet articles. They have an exceptionally fine line of cigars and recently added an attractive show case for their display. Their amateur photographing finishing work has become their special feature. They conduct a department at their drug store which handles this kind of work entirely and are turning out excellent service in this regard. They also have a line of kodaks, cameras, films of every size and make and photograph albums.

The Bosworth drug store was originally on the site now occupied by the Union National Bank. When the Union National Bank put up their building there they moved to their present location. The proprietors of the Bosworth drug store are L. M. Bosworth and C. E. Cottrell. The firm has recently been known as Bosworth and company. They aim to please the public in every way possible and deserve the large trade which they enjoy.

TWIN OWL.

One of the busiest places in town is the lunch room commonly known as the Twin Owl. This is one of the most popular eating places in Ames. A considerable share of credit of this reputation is due to the excellent service which they offer to the public. Promptness is the watchword of the place. Both meals and short orders are served and these are cooked to your exact taste.

There are ten people employed to keep this place in running order and Mr. H. H. Nowlin is just as busy as his help in trying to give the public first class service. They can seat about thirty people at once here. It is open day and night. Since it was established December 16, 1914, the trade has steadily increased until now they are very much cramped for space. It is one of the really industrious establishments of Ames and especially worthy of mention in this Industrial Edition.

HAVERLY TRANSFER LINE.

Two brothers, H. C. and F. L. Haverly started in the transfer business twenty years ago and are still at it, showing that their ability to run and develop a business of this kind has been above the average. Such a business calls for the ability to please a great many people, to be on the job at all times, to be prompt, careful and courteous, and this the owners of this transfer line have always found it to pays to give

At the present time they have six teams under their direction, which are kept busy doing general teaming and transfer work the year around. House moving is one of their lines which they have developed so that they do it with the least trouble, at a reasonable cost. Nothing is too big for them to move and their vans are large enough to carry almost a full set of household goods at once. Considerable of their business is between the town and the college community and especially is this true at the beginning and close of the school year, when the immense amount of student baggage has to be handled and handled promptly. Their efficient service has more than once been praised by students and faculty members who have made quick trips to and from their work.

AMES POULTRY COMPANY.
W. W. Child.

Eggs, poultry, wool and hides, these are the products of the farm and the range that Mr. Child buys at his market here. Farmers in the surrounding community find a ready sale here for their eggs and poultry and good prices can be had for these products. Considerable trade also comes to this firm from the smaller towns near Ames. All of these products are disposed of by Mr. Child either through the retail trade or by shipment to the larger cities. During the egg season in the neighborhood of 150 cases of eggs are shipped per week. Most of them go to Chicago and Des Moines, or wherever the price seems to be the best. Their poultry business also assumes considerable proportions when such produce is in season, their trade being measured by the car load. During the six years that Mr. Child has been in business he has indeed built up a prosperous trade and his success in this particular line is bound to continue to increase and develop.

ROUP'S SHOE STORE.

Perhaps one of the best advertised shoes on the market is the famous "Wear-U-Well" shoe. This shoe is sold direct from the factory to you, thus eliminating the middle men's profit. At Roup's shoe store one may purchase shoes which range in price from $1.48 to $3.48.

Mr. R. C. Roup, who at present is the active proprietor of the firm, succeeded his father five years ago. The elder Mr. Roup having been in the business for the past ten years. Besides selling a general line of shoes, overshoes and rubbers, this store has an exceptional repair department. They feature this department and aim to turn out all work promptly and neatly done. Mr. Roup has three people continually in his employ on repair work and is busy all the time. On account of his excellent business methods, Mr. Roup has built up a very creditable trade.

MERCHANT TAILOR.
Escott S. Hicks.

Seven years ago Mr. Hicks came to Ames from Council Bluffs and established a merchant tailoring shop. Today, Mr. Hicks enjoys an enviable trade and he says that he has found at last, a town where he will be content to stay the rest of his days.

Mr. Hicks started as an apprentice to the tailor trade away back in 1870 in the town of Plymouth, England. In 1874 he sailed for the United States and came first to Davenport, remained there for a few years and then moved again to Iowa City, where he cut for W. H. Taylor and was always looking for a chance to improve his business and incidentally becoming more and more skilled at his trade. His third change of location was made from Iowa City to Council Bluffs.

"A satisfied customer" is and always has been Mr. Hick's business motto. He is an expert fitter and his suits and overcoats have given never failing satisfaction. He buys all his materials of Wooley and company of Chicago. The big percentage of his trade comes from the college men and this fact alone is a good testimonial as to his ability to produce the goods, for college men are exacting in their clothes requirements.

We are glad that Mr. Hicks likes Ames and is content to stay here. We commend his success.

CENTRAL IOWA GRAIN COMPANY

Grain, coal, feeds and all kinds of farm seeds, these are some of the things that the Central Iowa Grain Company handles. They buy and sell grains, they supply the college with nearly all the grain used there and carry on both a wholesale and retail trade in mill feeds which have come to be largely used by an agricultural community such as that surrounding Ames. Their warehouse is something like 150 feet square and is used for storing their goods and is fireproof.

This company handles all kinds of coal for local consumption and they have the Iowa Coal, which comes from Boone and Saylor. They also get coal from Illinois, Tennessee, Kentucky and Pennsylvania, and having as they do such a wide buying range, they are able to offer some excellent suggestions for the winter fuel question. A large concern like this does much to advertise the town and incidentally helps a great deal in money saved on purchases and in money made on the sale of farm products.

The company is now under the capable management of J. M. Munsinger and his son, L. E. Munsinger.

AMES PURE ICE COMPANY
J. D. Murphy, Prop.

The sanitation of the city is one of its most important problems. One of the industries which is an important factor in the sanitation of every commercial center is the ice company. Often ice companies will obtain their supply from a source which might be contaminated. This is not true with the Ames Pure Ice company, however, for they have their own ice plant and manufacture pure ice at the rate of twenty tons per day. The plant is situated in the southeast corner of the business district and is one of the most complete plants of its kind. Their process of manufacture is by the ammonia system which has proven to be the most satisfactory way for making the pure ice. Four men are employed the year round to keep the plant in operation and three teams are kept busily employed delivering ice to all parts of the city. The Ames Pure Ice company does both wholesale and retail business. They supply the O'Neil Dairy company, Danforth's Ice Cream factory and Edward's Coal company, the latter firm distributes the ice in the fourth ward and college community.

Mr. J. D. Murphy has been in the ice business in Ames for the past thirteen years and has proven his capability in managing an industry of this kind. His policy is to deliver ice promptly and employ careful drivers.

MRS. B. H. YERKES
Millinery.

Becoming hats and millinery which is suited to the person add very materially to the general appearance of the wearer. Women of Ames are sure to get just the hat which will be best suited to them, by calling to inspect the supply carried by Mrs. Yerkes. Mrs. Yerkes is a new business woman in our midst but an experienced milliner. She bought out the stock previously owned by Miss Cupps, the first of January and is having the store remodeled and finished throughout and is also installing a fine line of the latest in millinery.

The well known Fisk hats occupy a prominent place among her goods and she also carries a line of ribbon, artificial flowers and other decorations for untrimmed hats. In order to get the best there is on the market. Mrs. Yerkes will make a trip to Chicago and Des Moines very soon to pick out her new spring line. As soon as this arrives she will have an opening. It will be worth the while of every woman in Ames to attend this.

YEOMANS SIGN SERVICE

Next to newspaper advertising, sign advertising probably plays the most conspicuous part in the business world. Yeoman's Sign Service has been established in Ames for the purpose of meeting the demand for prompt and efficient sign printing. They are prepared to do all kinds of sign painting, including city bulletins outdoor advertising, gold leaf work, automobile decorating and in fact any work you may desire to have done in this connection.

The Yeoman Sign Service has been in Ames for the past five years. They are located over Morris' livery barn and at their shop they have every necessary appliance for sign painting of all kinds. They conduct one of the most up-to-date sign painting shops to be found within a radius of fifty miles.

Mr. H. C. Yeoman who is the proprietor is a man of considerable experience in this work. He has been actively engaged in the business for approximately fifteen years. He is ready to figure on any sign painting job that Ames may want.

Help advertise Ames; send some copies of this issue to distant friends. 10 cents each at Times office or Ames News Stand. Ten cents each.

H. L. MUNN LUMBER COMPANY.

Lumber companies play a very important part in the building up of any community, for it is they who furnish the building material for business houses, dwellings and buildings of all kinds. The H. L. Munn Lumber Company has been in Ames for twenty-five years and have furnished building material for hundreds of dwellings.

This lumber company is prepared to furnish anything in the building line. They deal in all kinds of material which enters into the construction of either large or small structures. In lumber they feature several lines such as fine finishing material, flooring, etc.

Of their finishing materials, they handle the following: California Sugar Pine, Northern White Pine, Yellow Pine, Plain Red Oak, Cypress, Spruce, and Idaho White Pine. In floorings they have Fir, Yellow Pine, Plain Red Oak, Quartered Red Oak, select Quartered White Oak, select Plain White Oak, Birch and Maple. Their line of shingling and roofing materials is very complete and they offer a wonderful chance for selection. Among some of the most important of these are Johns-Manville Transide shingle, grey and red. Winthrop tapered asphalt shingle, tile-like shingles, Amazon roofing, Everlasting Roofing, tarred felt, carpet lining and Black Neponsett.

They also handle fire brick and tile as well as fire clay and cement. In cement and plaster they have the Gray cement and the Atlas White. They also handle lime and stucco. They have a special roofing cement which is guaranteed to patch any leak in a roof where the old covering has worn through.

The Munn Lumber Company handles with their supplies of building material a large line of steel goods which enter into the business, such as woven wire fencing, barb wire, Ridge Roll, Valley T. & T. steel posts, Buckeye wire fencing, Tip-Top ventilators and corrugated steel roofing. Their Trojan steel gates are becoming very popular with farmers throughout this vicinity. They are furnishing many farmers throughout the county with hollow blocks for buildings and drain tile. With this line they handle all sizes of sewer pipe. Ever since the beginning they have made it a point to carry lines as complete as the above mentioned ones and attribute much of their success to this effort. They have all dimensions in timbers.

During the absence of Mr. A. H. Munn and his father, the business has been in charge of Mr. F. M. Cupps, who has been with this firm for twenty-three years. The Munn Lumber company makes a special effort to take care of the individual wants of all customers and has been influential in making this business one of the most important in this section.

Extra copies of this edition on sale at Times office or Ames News Stand. Ten cents each.

A Matter of Looks.

First Boarding House Keeper—I always keep my boarders longer than you do. Second Boarding House Keeper—Oh, I don't know! You keep them so thin that they look longer than they really are.—Exchange.

LINCOLN WAY GARAGE
N. H. Jacobson.

This may well be called the automobile age. People who formerly laughed at the automobile owner and ridiculed his clumsy efforts to proceed along the road are now buying cars for themselves and appreciate the value for good service in the way of courtesy on the part of the man they buy them from and in the way of repair work should they need it later on.

Last August Mr. Jacobson realizing the possibilities of a garage located at the intersection of the Des Moines road and the Lincoln Highway, put up a brick building 54x100 feet and called it the Lincoln Way Garage. That his judgment as to the advantage of the location was correct is proved out by the fact that he has enjoyed an enviable business during the time that he has been there. In addition to providing a supply station for Lincoln Way and Des Moines travelers by handling all kinds of automobile accessories and maintaining a gasoline and air station Mr. Jacobson also has the agency for four makes of cars, the old reliable Buick, the Jeffrey, the Maxwell and the Lexington, and he has had a good sale on these cars the past few months. He keeps in stock a demonstrator of each of these makes and he is glad to show them at any time to his prospective purchasers.

The repair department of the Lincoln Way garage is located in the basement of the building, which has a floor space, half the size of the ground floor plan. Here all kinds of repairing are done and prompt and reliable service goes without saying. Mr. Jacobson handles the well known brands of Firestone and Ajax tires for the convenience of motorists who come down with tire trouble.

In the spring Mr. Jacobson will put in new show cases in his accessory room so that he can display his stock of goods to the best advantage and it will be a complete one in every way. His automobile show room is splendidly adapted to the showing of cars, being especially large and commodious and well lighted. With the coming in of the spring motor season Mr. Jacobson will, undoubtedly enjoy a splendid trade.

OUR AMBITION

is to make the best line of garden cultivators, wheel hoes, plows, and drills on earth. In 1915 we more than doubled our output of the previous year. More than 300 dealers in Iowa, Minnesota, South Dakota and Missouri were supplied with "Made in Ames" garden tools. For the present year prospects are good for another increase in our output.

Handy Garden Raiser Cultivator and Wheel Hoe

Market Garden Raiser No. 1

Alexander's Garden Raisers

are "Making Good"

Because they are well made of good material and are easy to operate. They do a large variety of work in a small amount of time and they do the work well. The tillage tools will scour and keep clean.

See Your Dealer or Write to Us

The Alexander Mfg. Co., Ames, Ia.

Coy Bros. General Contractors

We are in position to figure on any kind of a job no matter how large or how small.

Bungalows a Specialty

Phone 634 or Black 364

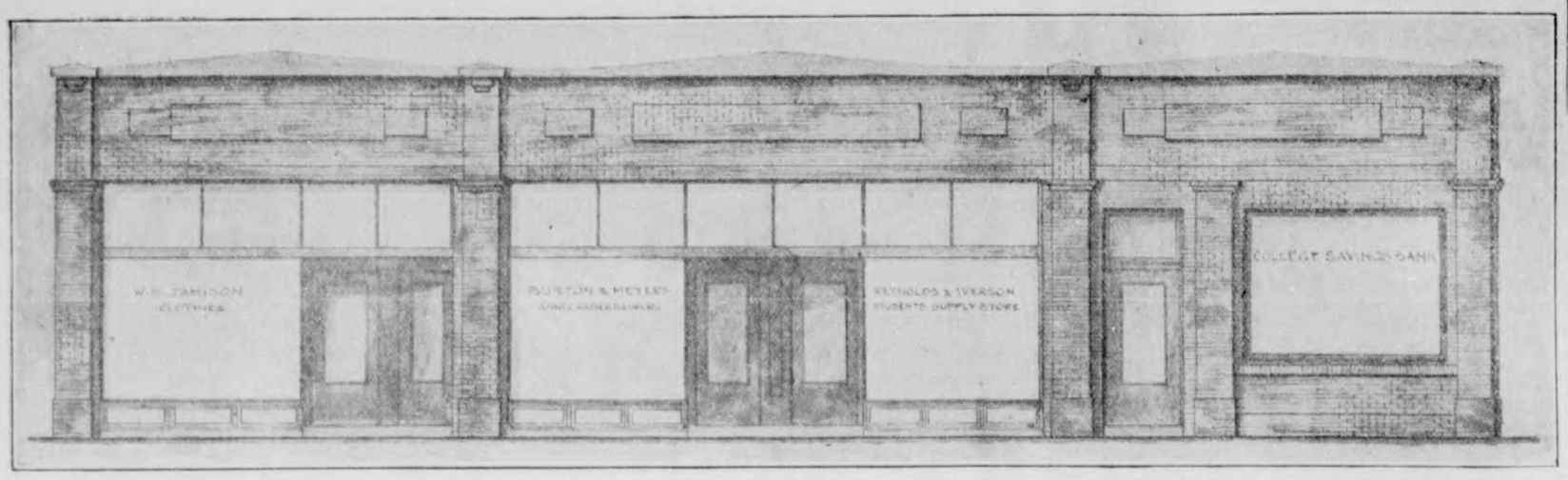
Box Candy

Our candy is Pure, We make it ourselves.

Ice Cream and Sodas, Fruits and Cigars at the

Princess Candy Co.

New College Savings Bank Building



some structure built of tapestry brick. The dimensions are 60x70, one story with full basement. Beside the banking room there will be three other stores. The corner will be occupied by the bank, the next room by the Ames News Stand, the third by Burton and Meyers, proprietors of the Annex Cleaning company and the fourth by Jameson, the clothier. When all these people have moved into their quarters the south side will, indeed be an active trading center. When the project was first originated many people thought it to be merely idle rumor, however on December 1st the excavating work was started and the building is now ready for occupancy. Mr. C. W. Ennis, general contractor deserves special praise for its rapid construction.

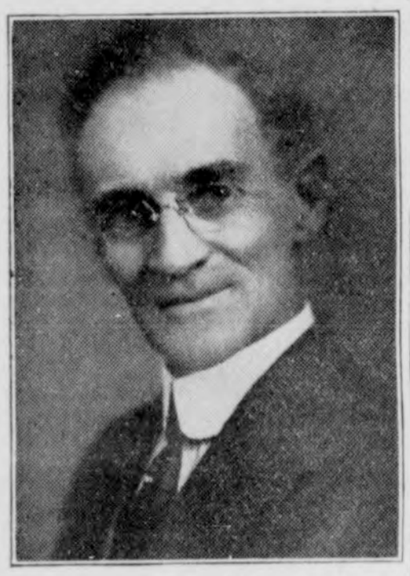
At last the college community and fourth ward will have a bank of their own. Realizing the need of a bank which could handle the banking business of this vicinity a company was organized which has built a magnificent building in the fourth ward for a college bank.

The building proper is a hand-

The officers as far as they have been fully determined, of the new College Savings Bank the C. J. Lynch, president; A. L. Brooks, vice president; Ralph Brooks, cashier. These gentlemen are all bankers of considerable experience and have expressed their determination to make this one of the soundest banking institutions of its kind.

HART STUDIO.

Photography has apparently reached its zenith, or at least has become an art which borders on perfection. The productions from the artists of today are so true in the portrayal of life in posing and in finish that a comparison with those of only a few years ago reveals at a single glance the wonderful strides made in photographic art. To produce results of this high nature requires a person who has had years of study and experience.



A man of this character, who for years has been prominent in his line is G. T. Hart. His studio is equipped with all the appliances necessary to produce the best in scenic effects. Mr. Hart is an adept at posing and is equally proficient in single sittings and groups. He can handle enlargement work, flash-light pictures, and general photography of every kind.

During the twelve years in which Mr. Hart has been in the business he has always given satisfaction and turned out nothing but work of first class nature.

COY BROTHERS.
General Contractors.

Since Ames has taken such a general air of prosperity and growth, there has been brought about an increased demand for dwelling houses. Contractors of Ames have been pushed to their limit to supply houses for the ever increasing population. Coy Brothers, general contractors, have built over twenty-five houses in two years, making a total amount of business for building material, etc., of approximately $65,000.00. They have made some record breaking time on some of these. The Jameson club was put up in two months, including all work on foundation, excavation and building. For steady work which is done right the Coy Brothers have won a considerable reputation.

During their business career here the Coy Brothers have built many fine bungalows and are especially proficient in this class of dwellings. They are equally skillful in larger dwelling houses. There is no finer home in this part of the state than that of Geo. Myers. This home is a magnificent structure of fourteen rooms with a total of sixty-four windows. Coy Brothers built this residence and are prepared at all times to handle any kind of a job in building.

LYNCH'S.
L. J. Lynch, Prop.

There is probably no better known candy store than Lynch's. It has been established in Ames for six years and is becoming more and more popular day by day. It has recently been remodeled throughout, new fixtures having been installed and a balcony added. A stairway has been built to the second floor, where kitchens and store rooms have been established. The front of the balcony is equipped with tables and the seating capacity of the place has been greatly increased. Now about one hundred can be accommodated at once. The serving room is a model, when it comes to considering economy of space and things have been arranged there so that in a busy time four or five people can work at once and not be crowded. Things are arranged so every move counts. The efficiency of the service has been increased by these improvements so that patrons here are never compelled to wait very long for their orders.

Besides the popular cold refreshments and luncheonette, a hot lunch for business men is served at noon. The luncheonette deserves special mention. Lynch's are now preparing a special business men's lunch which is very appetizing and refreshing. Their confectionery department is now one of the most complete in the city. They also handle a full line of tobaccos, cigars and smokers' articles. Six people are employed here the year round and at busy times four more are added. The management is looked after in general by both Mr. and Mrs. Lynch and Leslie Lynch is becoming very proficient in the business. He has been especially praised by outsiders who claim to know that he is one of the best dispensers in the state of Iowa. The active management is in the hands of Mrs. Lynch. She has come to understond this business from a to z, and has been very successful in establishing the store, [illegible] is a credit to the community

West Side 369 South Side 419

Annex Tailors and Cleaners

"We Take Your Measure"

We Can Satisfy You - Try Us

PRINCESS THEATER

The Princess Theater under the management of Mr. W. A. Matlack and Mr. J. E. Foley although it has only been running here for two years has been giving to theater goers of Ames during that time programs of pictures and vaudeville of a class that has been uniformly satisfactory and highly appreciated. "Where everybody goes" has become the slogan of the management. Polite vaudeville and Paramount features have come to be recognized attractions at the Princess.

At the present time vaudeville acts are presented during the last half of the week in addition to pictures. This theater is a member of the Western Vaudeville association which provides for acts of the very highest class to the theaters which come under its influence. Every Thursday the Princess shows the Paramount South American travel series, which is easily recognized as one of the best along educational and entertaining lines. Two picture machines handle the work of throwing the films on the screens in a very efficient style.

The seating capacity of the Princess theater is four hundred and it is usually taxed to the limit to accomodate its patrons. Pictures and vaudeville lovers appreciate a warm, but well ventilated theater these winter days and they get this condition at the Princess. The Princess orchestra plays at every matinee and evening performance and is in itself an entertainment in the musical line. This theater is bound to become one of the largest factors in the entertainment field for Ames people.

"Nothing too good for the people of Ames," says Messrs. Matlack and Foley. Mr. Foley has just returned from Chicago where a contract was signed whereby they receive the exclusive right to exhibit the famous Triangle features at the Princess and Palm theaters. These features will be shown every Friday and Saturday at the Palm, commencing Feb. 11th. This together with the Paramount features will give the Ames theatergoing public an ample opportunity to see two of the highest class pictures produced.

H. E. Briley, The College Market.....

Phone 880

SATURDAY ONLY

Sausage, link and bulk, per lb . 12½c
10 lbs. Good Boil Beef, at lb . . 12½c
10 lbs. Good Roast Beef at lb . 12½c
Rib Boil Beef, per lb . . . 10c

Delivery to Town Every Afternoon

J. B. Greenlee, City Salesman

Phone Black 1165

Offers $7,000 for Sample Mile of Road.

Marshalltown, Ia., Feb. 11.—Money and material to the value of $7,000 have been offered any group of farmers in this county who will pay the rest of the expense necessary to construct a sample mile of pavement on a country road as an example of permanent road improvement.

The offer has been made by A. A. Moore, sonsul for Marshall county for the Lincoln Highway association.

Help advertise Ames; send some copies of this issue to distant friends. 10 cents each at Times office or Ames News Stand. Ten cents each.

L. M. ROBERSON.
Garage.

One of the most spacious garages in the city of Ames is the one owned by L. M. Roberson, on West Main street. It is a thoroughly equipped establishment which is able to take care of any kind of automobile repair work. Four men are employed the year round to handle the business which comes to this garage size being 69x98 feet, making a total floor space of nearly six thousand square feet. For the convenience of automobile owners in Ames this garage maintains free air service and a gasoline filling station in front of its establishment. This firm does a considerable automobile service in and about Ames.

As a man of mechanical experience, Mr. Roberson stands high. Besides doing general repair work, they have in stock a complete line of automobile accessories. They handle the well known Michelin and Hawkeye tires. Their tire department is well equipped with apparatus for vulcanizing any kind of tire work can be performed here. They also charge and repair storage batteries, rebore cylinders and fit new pistons.

Mr. Roberson built this building in the spring of 1913. It is one of the largest structures in Ames, the

before he started a garage for himself he managed the garage south of the track which burned down a year or two ago. In all he has eighteen years' experience with the gasoline engine. In 1907 he built a steam engine car and eighteen years ago when he first became interested in gasoline engines he built an engine making all the parts himself. For efficient service in automobile repair work, Mr. Roberson is a man you can depend on.

GUS MARTIN.
Men's Furnishings.

Although Mr. Martin has been in business in his present location for but three years, he is universally known and respected in Ames and the surrounding country. This popular merchant has gained this distinction through years of conscientious efforts to please while he was connected with the clothing department of the Tilden Store Company. His experience with that concern has stood him in good stead and given him the opportunity to develop his present business.

A goodly number of well known brands of men's clothes and furnishings that are advertised the country over are carried at Gus Martin's store. Rochester-Adler suits and overcoats, Style-plus and Fitform clothes for men and the Extragood brand of children's clothes are some of the strongest lines that this store handles. For children the Extragood brand has come to be known as the best made in America. Longley $3.00 hats, Heidcaps, Ide shirts and collars, Phoenix hose for both men and women, Fownes Gloves, Cooper's and Vassar underwear,—these are the lines which have helped build up the reputation of this store. They are furnishings that have stood the test of long continued use and their superiority is undenied. The Likly baggage is another line that is popular with patrons of this store.

Every suit in the store is kept in a dust proof case, so that when they are shown to customers they are clean and in an attractive condition. The latest fixtures, which are coming to be used in every up-to-date store make up the equipment of the Martin store.

A complete cleaning and pressing and repair department is maintained by Mr. Martin and suits are also made to order. Made to order suits are coming to be quite popular, especially with the student body, and in the neighborhood of three hundred suits are made up by Mr. Martin each year.

CARR HARDWADE COMPANY.

The Carr Hardware Company became the successors of A. L. Potter in February, 1912. The business is owned and controlled by A. A. Hamilton of Des Moines, and J. F. Hamilton of Oskaloosa, who have made many friends during the time they have been in business in Ames. The management of the store is in the hands of W. S. Read, who has met the public at the same old place for fifteen years. Under his management the store has come to carry the largest and best assortment of hardware in Story county. It is the earnest desire of the management to fill both city and farm trade in a satisfactory manner. More articles to meet this trade are being continually added to the stock.

The basement and second floor of their building have recently been remodeled, giving them three floors for their heavy stock of goods, which in a mere hasty survey includes the Cole's Hot Blast stoves and ranges and heaters, Majestic ranges, Torrid Zone furnaces, refrigerators, O. V. B. tools and cutlery, incubators, brooders and a complete line of paints, lead and oils. They recently had a display of nine different kinds of washing machines.

A builders' hardware sample room is one of the new ideas of the company and they will show the largest line of samples here that has ever been shown in Ames.

A tin shop is run in connection with the store and no job is too large or to small for the men in charge to handle.

The slogan of the managers is "A Pleasure to Show Goods," and their smile continues, when they sell goods. Their increasing business keeps three men and a bookkeeper busy on the floor and three first class tinners busy in the shop, doing repair work and furnace work. The success of this store is indeed well deserved.

Fraternities, Sororities and Clubs at Iowa State College

LAMBDA SIGMA PHI—113 Welch Avenue.
Organized June, 1915. 18 members.
Officers—Irwin Frost, president; S. B. Renshaw, steward; A. W. Turner, treasurer.

BETA THETA PI

The home of the Beta Theta Pi fraternity located on Welch avenue is one of the handsomest houses of its kind in the fourth ward and it houses twenty-three members of the organization. The Tau Sigma chapter was installed in Ames on October 29th, 1915 being the second national fraternity to organize a chapter at this college. There are at present seventy-eight chapters at all the principal universities and colleges in the country which shows a steady increase from the time of organization which was at Miami university at Oxford, Ohio, in 1839. There are at present approximately 21,000 members of the fraternity scattered all over the country. Mr. Nile Kinnick is president of the local chapter, Mr. Russell M. Holbrook, treasurer and Mr. R. C. Kelley, steward.

PALISADES—2811 West Street.
Organized at Ames, April 12th, 1911. 22 members.
Officers—W. R. Chase, president; W. H. Stacey, vice president; B. F. Keister, secretary; R. J. Hill, treasurer; J. R. Quist, steward.

TAU KAPPA EPSILON

One of the largest chapters representing a national fraternity on our college campus is that of the Tau Kappa Epsilon. While it is probably the youngest organization of its kind at Iowa State it has made a splendid and startling growth since being installed here the 28th of last May. The members now number 27 students and they are establishing a name as being one of the most progressive of the fraternities located here. Their new home constructed at a cost of about $15,000.00 was just recently completed and was occupied for the first time the fall of 1915. It is a large building provided with all the necessary equipment, etc., for a group of this kind and one of the main features is the immense sleeping porches.

The Tau Kappa Epsilon fraternity was founded at Illinois Wesleyan University in 1899 and there are now five chapters located chiefly in the central states. One chapter is located at Illinois Wesleyan at Bloomington, Ill., one at James Milliken, at Decatur, Ill., one at the University of Illinois and the other at Knox college.

The officers of the local organization are R. J. Freshour, president; Julius Peters, secretary and Harry Drain, steward and treasurer.

ACACIA

Although not the largest fraternity located at Iowa State college but probably the strongest is the Acacia. In the home of the local chapter are housed 19 men at present and this fraternity has a representation of 20 members on the college faculty, this being the largest group representing any one fraternity in the above body. The Acacia fraternity was founded at the University of Michigan in 1904 and was installed at Ames March 20th, 1909. Since the organization was founded there has been a steady increase in membership as there are now 25 active chapters throughout the country. One of the reasons for the strength of this organization is probably the fact that membership is restricted to members of the Masonic order and being affiliated in this way with this order it has the hearty support of the great army of Masons.

The local officers of the fraternity are O. R. Whitney, president; C. R. Sandifer, secretary; A. H. Carhart, treasurer, and C. H. Combs, steward.

SIGMA ALPHA EPSILON

The local chapter of the Sigma Alpha Epsilon fraternity known as the Iowa Gamma chapter was installed at Ames June 5th, 1905. They occupy one of the largest and best located as well as one of the handsomest fraternity houses surrounding the college campus. There are 27 men in the house at the present time and this chapter is one of the 79 which make up the national organization which spreads over the entire country and is represented at all the principal colleges and universities. The Sigma Alpha Epsilon fraternity was founded at Tuscaloosa Alabama in the year 1856 and the local chapter is the third oldest fraternity established at Ames.

Mr. J. S. Porterfield is president of Iowa Gamma chapter and M. N. Windle, vice president; H. M. Lovelace, treasurer; E. D. Shivers, recording secretary; M. L. Wolreb, corresponding secretary; H. D. Phelps, warden and L. P. Krebs, steward.

THE TIMES WAS NOT ABLE TO SECURE PICTURES OF ALL THE FRATERNITY AND SORORITY HOUSES OF IOWA STATE COLLEGE. SOME OF THE IMPORTANT ONES ARE NOT HEREWITH SHOWN. WE HAVE ENDEAVORED TO GIVE A SHORT SKETCH OF THOSE HOWEVER. THEY ARE AS FOLLOWS:

DELTA DELTA DELTA—118 Hyland Avenue
Founded on Thanksgiving Eve, 1888 in Boston. local chapter installed 1912. 23 local members. 54 active chapters in United States.

KAPPA DELTA—803 Burnett Avenue.
29 local members. 18 national chapters thruout the country. Approximately 1700 members. Organized at Ames 1908. Founded October 23rd, 1897 at Virginia State Women's College.
Officers—President, Esther Rebok; recording secretary, Venice Harvey; corresponding secretary, Bess Crowley; treasurer, Ruth Nichols; steward, Irene Johnson.
The Kappa Delta sorority has an active alumni membership of 16 members here and they expect to be located on the campus by next year in a new home.

MOHAWKS—218 Welch Avenue.
Organized at Ames spring of 1912. 24 members.
Officers—W. N. McLeod, president; M. F. Jackson, vice president; H. A. Hoyt, secretary; J. J. Conners, steward and treasurer.

PHI GAMMA DELTA—158 Hyland Avenue.
23 local members. Organized at Ames 1907. Fraternity founded Washington College, 1848. 58 chapters.
Officers—A. J. Gude, president; H. P. Dunlap, treasurer; E. B. Fitzgerald, secretary.

PHI KAPPA PSI—503 Grand Avenue.
Founded at Jefferson College, February 19th, 1852. Organized in Ames May, 1906. 15 local members, 14,176 national members, 46 national chapters.
Officers—V. W. McClung, president; A. W. Miller, secretary; C. C. Thompson, treasurer.

PHI SIGMA KAPPA—2728 Lincoln Way.
Founded at Massachusetts Agricultural college, March 15, 1873. Organized in Ames, April 13th, 1911. 25 local members. 4,000 national members. 25 national chapters.
Officers—J. J. Wallace, president; E. A. Graff, vice president; D. R. Collins, secretary; H. B. Winchester, treasurer.

PHI DELTA THETA

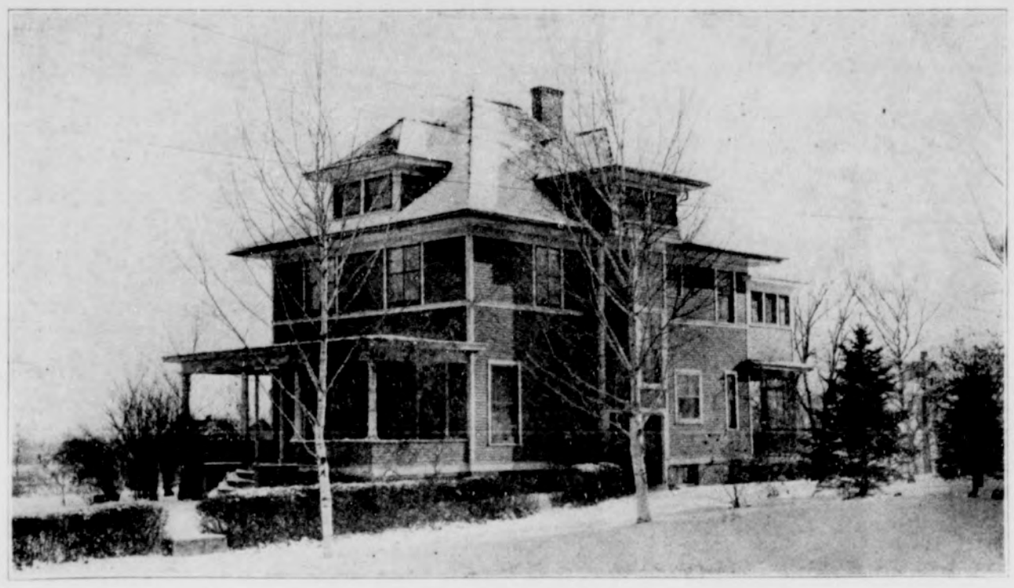
The finest and best equipped fraternity house at Iowa State college and said to be the finest home of its kind in the state of Iowa is the recently completed building of the Phi Delta Thetas. This modern and fireproof building was constructed this past summer at a cost of approximately $25,000.00 and no expense has been spared to make this as home-like as possible for the members and still have all the facilities and equipment of the up-to-date club house. The architect, Norman Vorse kept in mind continually, when drawing the plans, the purpose of the building and no detail has been left untouched in order to make the house complete. Some of the special features of the house are sound proof floors, insulated with pine flooring, insulating felt and cement, the whole covered with hard ward floors; tub and shower baths; study rooms; four large and spacious sleeping porches separate from each other, steam heated and with removable sash and screens. One of these porches is kept exclusively for the "A" men of whom there are a number, so these men may retire and receive a quiet rest no matter what is going on in the rest of the house. Communication may be had with practically all parts of the house by means of a speaking tube system. The quarters of the help is located in one end of the basement and another part is fitted up with complete paraphernalia for the carrying on of chapter meetings and other business of the fraternity. One of the outstanding features of the house is the guest room located on the first floor. This is equipped for the accommodation of visitors and friends who may call in town for a few days. A Murphy "in-a-door" bed, writing desk, etc., complete the modern conveniences of this apartment. Especial mention should be made of the cuisine department where every modern appliance is to be found for the preparation of the dining room service. The refrigerator is filled with ice from the porch; there is a large and commodious cooking range, butlers pantry, spacious cabinets, etc.

There are now 26 men in the house. The national fraternity is made up of 78 various chapters located throughout the country and Canada, 58 of which own their own houses and 108 alumni clubs located in the larger cities. The organization was founded in 1848 at Miama, Oxford, Ohio, and its members now number approximately 22,000. The local chapter was installed April 12th, 1913. Mr. W. D. Johnson is the local president; M. H. Russell, secretary; O. H. Lovelace, steward; S. S. Bragdon, treasurer and R. S. Grundman, corresponding secretary.

THE COLONIALS—217 Ash Avenue.
Organized November, 1908, at Ames. 23 members.
Officers—J. P. Eves, president; E. H. Woodhouse, vice president; J. Leo Ahart, secretary.

LAKOTAS

RHO SIGMA GAMMA—114 S. Hyland Avenue.
Organized at Ames fall of 1909. Formerly located downtown.
Officers—N. C. Pervier, president; R. W. Crane, secretary; J. Donald Benson, treasurer; H. M. Nichols, steward.



ALPHA TAU OMEGA—2122 Lincoln Way.
Founded at Virginia Military Institute, 1865. Organized at Ames as the Blackhawk club, 1904. Obtained charter March 7th, 1908. 21 local members. National members 11,900. 65 active chapters. 25 inactive chapters.
Officers—Walter S. Marriott, president; Max E. Bacon, secretary; Harry L. Hilleary, steward.

ADELANTE—141 Campus Avenue.
Organized in Ames 1907. 22 members.
Officers—Erich F. Stuewe, president.

DELTA TAU DELTA—101 Hyland Avenue.
Organized at Bethany College, Virginia, 1859. Installed at Iowa State College, November 4, 1911. 30 local members. National members 13,000.
Officers—Homer D. Susong, president; M. G. Spangler, treasurer; Eugene R. Scroggie, secretary; J. Eugene Dyer, corresponding secretary; John L. Evans, steward.
Delta Tau Delta was the first national fraternity to install a chapter at Iowa State college, the old Omega Prime chapter being installed in 1875. It existed until 1891, when all Greek letter organizations were abolished by the faculty. The present chapter was formed from the Hawkeye local fraternity.

ALPHA DELTA PI—2817 West Street.
Organized Wesleyan Female College, Macon, Georgia, 1851. Installed at Ames June 3rd, 1911. 28 members. 2815 national members. 26 national chapters.

Officers—Eva Rose Wilson, president; Ava Johnson, vice president; Stella Ellis, secretary; Louise Overbaugh, treasurer.

ALAMO CLUB—209 Welch Avenue.
Organized at Ames, April 15th, 1909. 14 members.
Officers—J. F. Rogers, president; Lee T. Nutty, vice president; L. H. Tripp, steward.

LATAUMA—2116 Lincoln Way.
Organized at Ames, fall, 1908. 28 members.
Officers—H. Cornell, president; J. C. Johnston, vice president; Harry Hahn, treasurer; L. S. Wells, secretary.

ARCADE—204 Welch Avenue.
Organized in Ames, 1913. 18 members.
Officers—President, Ferne Taylor; vice president, Lorene Preston; secretary, Marion Conghlan; treasurer, Frances French.

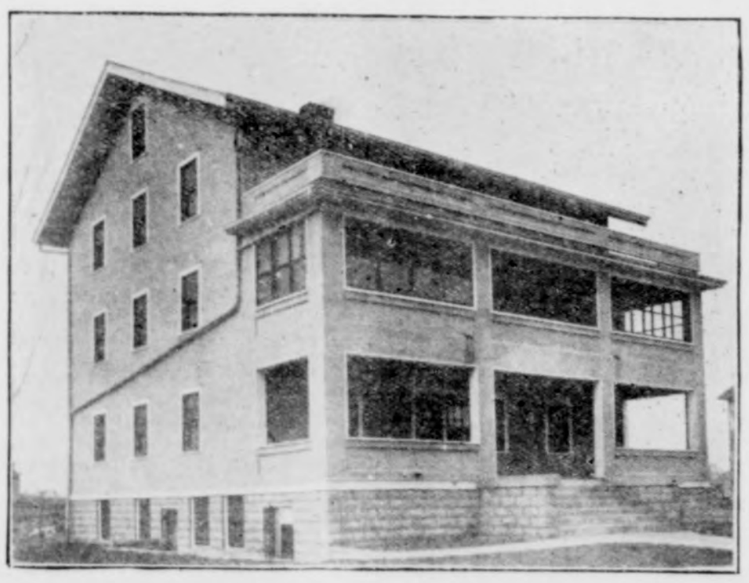
THETA XI—116 Hyland Avenue.
Founded at Rensselaer Polytechnic Institute 1864. Installed at Ames, February, 1908. Local members 27. National members 5,000. 21 chapters in United States.

Officers—O. E. Boell, H. L. Staves, R. L. Neasham, A. L. Yarn.

SIGMA NU—2166 Lincoln Way.
Organized in 1869 at Virginia Military Institute, Lexington, Va. Organized in Ames in 1904. 26 local members. 15,000 national members. 72 chapters in the national fraternity.
Officers—O. J. Whittemore, president; J. D. Sweeney, house manager; R. C. Gibbs, steward; Fred Wilson, treasurer.

SIGMA SIGMA—2823 West Street.
17 members. Organized at Ames December 10, 1914.
Officers—Fred Brownell, president; Louis Vinks, steward; George Weeks, secretary.

ZETA IOTA—2228 Lincoln Way.
Organized at Ames, June, 1914. 23 members.
Officers—May Harrington, president; Margaret Harris, corresponding secretary; Esther Bartholomew, recording secretary; Ella Bussey, treasurer; Rachel Knupp, steward.



AUSONIA CLUB—303 Welch Avenue.
Organized at Ames, September, 1911. 25 members.
Officers—A. C. Flint, president; Si Grant, secretary and treasurer.

PI BETA PHI—129 Ash Avenue.
Founded at Monmouth, Illinois, 1867. Installed at Ames, 1877. Reinstated 1906. 22 members. 47 national chapters.

KAPPA SIGMA—3003 West Street.
Founded at University of Virginia, December 10, 1867. Installed at Ames, January 21st, 1909. Number of local members 35. 13,668 national members. 79 national chapters.
Officers—E. J. Uhl, president; K. B. Merrill, first vice president; C. J. Brady, second vicep resident; C. M. Bence, secretary; J. M. Chipman, treasurer.

ALPHA GAMMA RHO—214 Hyland Avenue.
Founded at Illinois in 1905. Ames chapter installed 1914. 24 local members. 520 national members. 7 chapters.
Officers—Max Geisler, president.

PI KAPPA ALPHA—2112 Lincoln Way.
Founded at University of Virginia, March 1st, 1868. Installed in Ames February 21st, 1913. 25 local members. 5,000 national members.
Officers—R. W. Heise, president; R. V. Newcomb, vice president; A. E. Stoddard, treasurer and steward; B. E. Heitzman, secretary.

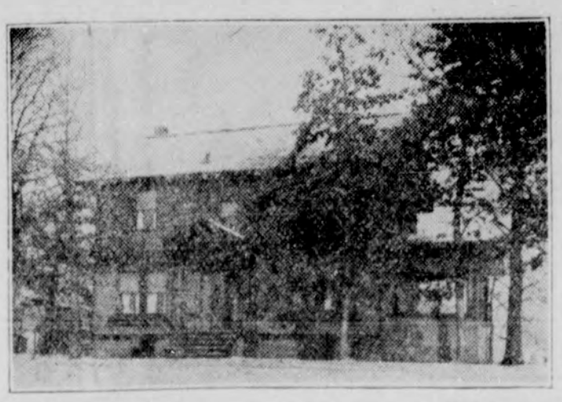
TRIGONS—2716 West Street.
Organized at Ames, fall of 1915. Number of members 17.

Officers—President, V. L. Konigsmark; vice president, J. O. Hodgson; secretary, H. J. McKay; steward, M. C. Noble.

DELTA UPSILON—209 Hyland Avenue.
Founded at Williams College, Williamstown, Mass., November 4th, 1834. Installed at Ames, December 6th, 1913. 32 local members. 12,000 national members. 43 active chapters.
Officers—E. T. John, president; E. S. Howes, vice president; F. R. Kerrigan, treasurer; D. F. Malin, recording secretary; F. R. Tucker, corresponding secretary.

UPSILON SIGMA ALPHA—115 Welch Avenue.
26 local members. Organized March 1st, 1914.
Officers—John De Valois, president; Harry Webster, vice president; C. H. Elliott, secretary; O. A. Seydel, steward.

A Group of Ames' New Modern Homes



TILDEN PENNANT FACTORY.

Often we have to go to cities outside of our own to discover what our factories are really doing for the world. The Tilden Pennant Factory has probably done more towards putting Ames on the map in the commercial world than any enterprise in our midst. A few years ago the Tilden Pennant Factory was only a small affair. When they began business in 1906, their equipment consisted of one sewing machine, located at the Tilden store, but this business has grown until now it is easily the most important industry in Ames. They manufacture pennants, pillows, leather goods, 'varsity blankets and emblems of all kinds. Lately they have branched out and are now making memory books and laboratory aprons for chemical laboratories. They do an

enormous business and large quantities of their products leave Ames daily destined to every point in the United States. It was mainly on account of the large quantities of parcels which they shipped through parcels post that the Ames postoffice became first class. They sell to some of the largest mercantile and retail dealers in the country, as well as some of the most important wholesale houses. Large quantities of their goods are shipped annually to fraternity jewelers. These, in turn, are distributed to colleges and schools in every state in the union.

The factory occupies the second floor of the Olson block on West Main street, the total floor space being nearly 5,000 square feet. The most careful methods have been observed in the arrangement throughout. Efficiency has been the watchword of the management. The office, which is in charge of T. Beielenberg, communicates directly with the stock room and main work room. A private telephone system has been installed, connecting the office with the various departments and the various departments with each other so that each may communicate with the other without much chasing around. The stock room is a model in every sense of the word. The most strict adherence to economy of space has been observed. Mr. C. E. Lyman, who is vice president, assistant manager of the factory and superintendent of the sales force, has perfected a system of stock keeping which will probably be adopted by factories in our larger cities. This system consists of a triplicate record of every box in the stock room. One of these is placed in the hands of the head bookkeeper, one in the hands of the shipping clerk and the other in the hands of the head salesman. By this method an exact record can be kept of the contents of each box of goods in stock at all times. At inventory time it is then only necessary to refer to the triplicate record.

The main factory room is spacious and well lighted. There are about forty or fifty machines, each one having a special duty to perform in the manufacture of pennants. Here may be found machines of which there are very few in use. As the Tilden Pennant Factory has become more and more specialized in pennant making, they have had machines made to perform each little detail of the work. The machines and stitching department are in charge of Mrs. Rose Alberts. Miss Blanche Johnson is the forelady in the cutting and stamping department.

So expert has the Tilden Manufacturing Co. become in manufacturing pennants and emblems of all kinds, that they are in a position to undertake everything in specialty work. The most intricate emblems can be made, no matter what shape or color. When a special order is received the designs are first worked out in the drafting room, which is in charge of L. H. Doggett. The wonderful success with which the company has met has been due largely to the methods used in this department. By a special method of perforating which is known only to the employes of the drafting department, they are able to turn out a quality of goods which their competitors cannot equal. The Tilden Mfg. Co. has come to be recognized the nation over as a company which turns out only standard goods. It is for this reason that they have been able to get a contract to manufacture banners for the Christian Endeavor Society. For this society they manufactured all the banners and pennants used at the fifth world convention held at Chicago. It is also for this reason that they are able to get the orders for the pennants used by such firms as Marshall Field of Chicago, T. Eaton Company of Canada, Minneapolis Dry Goods Co., of Minneapolis; Frederick Nelson Co., of Seattle, Wash.; Kieth-O'Brien Co., of Salt Lake City; William Taylor & Son Co., Cleveland, Ohio, and many others. It was through the personal effort of Mr. Lyman that the Tilden Pennant Factory so fortunately secured the business of the Chautauqua Association of Chautauqua, New York.

Each season Mr. Lyman makes a trip from coast to coast, visiting over thirty-five states, placing the goods in the various jobbing houses who are customers of the Tilden Mfg. Co. On these trips he visits the state universities and in nearly every university store is the Tilden representative. Instead of carrying a cumbersome trunk, Mr. Lyman has equipped himself with a sample outfit which consists of photographs in colors of articles manufactured. This has proven to be a great convenience and is being adopted by other salesmen in the same field. The samples consist of a photograph in colors of the various samples that he would otherwise have to carry and this is of such wide scope that no matter what school may want a pennant, in nearly every instance it can be supplied immediately from the stock rooms. Besides having all the school emblems in the line, the Tilden Pen-

nant Factory manufacture pennants bearing the emblems of all the main lodges and fraternal organizations. Not only the lodges, but each branch of the lodge. It is because of this effort to keep every kind of pennant that there might be a call for, that their business has so steadily increased to its present enormous proportions.

The officers of the company are all men of excellent business calibre, and who have been connected in the business circles of Ames for years. Mr. L. C. Tilden is president. Mr. C. E. Lyman, vice president; Mr. J. G. Tilden is secretary and treasurer and has general control of the factory, and looks after the credits. By their untiring efforts these men have established a business of which Ames should be proud.

E. H. GRAVES.
Real Estate and Insurance.

One who has done much in making improvement on Lincoln Way and handling property around and near the college is Mr. E. H. Graves, dealer in Real Estate and Insurance. It was Mr. Graves who sold the Lincoln Place addition. This tract was sold at an average price of $570 per acre. He also handled another tract of thirty acres near the college which was sold at an average of $550 per acre. He deals in local city property and farm lands and does not go outside of the county at all in his real estate business. Most of his business is in acreage and farm lands.

He represents six of the leading stock insurance companies, also the Town Mutual Dwelling Association, State Mutual Tornado Association, two mercantile mutuals, and the Farmers Mutual Association, of Story County. Mr. Graves is the secretary of the last mentioned association.

During the five years that Mr. Graves has been in the real estate and insurance business in Ames he has always been known to deal honestly and fairly at all times.

F. E. MORRIS.
Livery Barn.

Mr. Morris conducts without question, the largest livery barn in Story County. He has been in this business for twenty years in Ames and is located at 328 to 330 Main street. He does a large business both in the livery and automobile service. He keeps open day and night.

He has a very large and finely equipped livery barn throughout. The basement is used as the stable for the horses, of which he has twenty head in all. All are kept in the best of condition, so that livery teams hired at this barn are always speedy and attractive. The main floor is used as a storage place for buggies and rigs of all kinds. On account of the large area on this floor Mr. Morris is able to store vehicles and automobiles for outside people. The second floor is used as a storage room for feed supplies.

Mr. Morris aims to give prompt service in the livery line and if the weather is suitable will use automobiles in preference to rigs. He has four large cars, which are kept busy most of the time delivering people here and there. He has four men in his employ the year round, so that it is easily seen that his business is by no means small.

When Mr. Morris first started in the livery business he was located in the old barn which occupied the site where the new Ames Hotel is now being erected. Six years ago he built the large building which he now occupies and has ample room here to do justice to a first class livery service.

For a good many years Mr. Morris has been a resident of Ames and is well known throughout the community. He has recently completed a new $8,000.00 residence on the corner of Seventh and Burnett. It is progressive men of this sort that help to make any city progress and develop.

W. J. MORELAND.
Contractor.

Up until two years ago Mr. W. J. Moreland was with the firm of Cole Bros., but at that time he decided to branch out for himself and from the general appearance of his business it was evidently a very successful move on his part. Since then he has been kept very busy and has to his credit some of the finest homes in Ames, as part of his work. He is just finishing the apartments of Dr. Templeton, which are said to be the finest of their kind here, and he has recently completed the homes of Mr. J. D. Murphy and Mr. Cagwin.

Mr. Moreland has been a resident of Ames for the past nine years and during that time has come to be well known and liked by all whom he meets. He spent five years in practicing architectural work and has had twenty-two years practical experience in the building line. One seldom finds a person who has both the ability to make up attractive and original ideas on the blue print and the ability to complete a building which will be satisfactory to the owner, but this is true of Mr. Moreland, as his experience has dealt with both lines. Mr. Moreland's one aim is to put into reality the ideas of his clients and he will be glad to draw up a set of plans any time if you will but give him some idea of what you want, and you may depend upon it that he will be able to construct your home according to your own ideas, and not his, unless you ask him for suggestions.

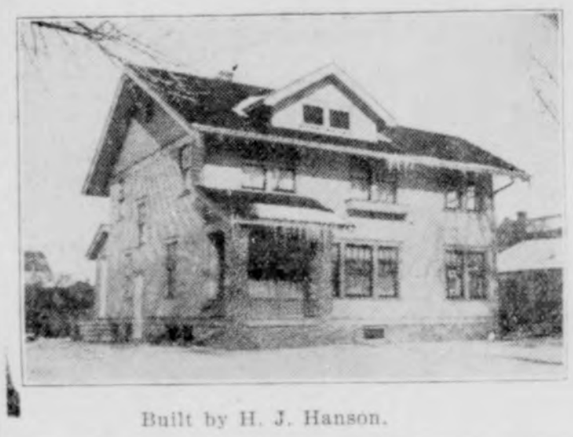
L. C. TALLMAN
Jeweler.

It has always been recognized a good policy that to buy the best is the most economical in the long run. Especially is this true in the buying of jewelry and watches. If a person wants a time piece that they can absolutely depend upon, they should invest in makes which have a reputation behind them, such as the Howard, Illinois, Hamilton and Elgin watches. L. C. Tallman carries a complete line of all of these. He sells Alvin and Rockford silver plate, Gorham sterling and other makes. Everything in jewelry may be purchased here. He also has a line of manicure goods, toilet sets and brass goods.

They have a repair department in which general repair work is efficiently and promptly done. L. G. Sanford is in charge of this department and is a man of considerable experience. If your watch needs cleaning let him attend to this for you.

Mr. Tallman has been proprietor of this jewelry store since 1913. At that time he bought out George E. Baker, who is a well known man of our community and who was up to that time the oldest jeweler in Ames. Since Mr. Tallman has come into possession he has enlarged his stock considerably and improved his store in every way possible. It is one of the finest jewelry stores in Story county.

A Group of Ames' New Modern Homes



Built by H. J. Hanson.

Built by G. W. Royer.

U. S. GRIFFITH.
General Contractor.

There is probably no one thing that makes home life so comfortable and inviting as a well designed and constructed house. Convenience in arrangements of rooms is as essential in the home as the proper location of machinery in manufacturing establishments. House building has reached an art of perfection. Contractors are becoming more and more specialized in furnishing plans and work, demanded by the people. Mr. U. S. Griffith, general contractor, makes a specialty of building dwellings which are unique in taste and perfect in architectural design. During the fifteen years he has been in this business he has made scores of beautiful dwellings in every part of the city. The Pi Beta Phi house on Ash avenue, was constructed by Mr. Griffith. He also built the Alpha Gamma Plo house on Highland.

C. L. WALTMIRE.
Contractor.

The art of house building has reached a point so that it is possible for only one who thoroughly understands every detail in constructing to enter into the competition which exists in this business. Like all other businesses when competition is keen, the reputation which is behind the contractor goes a long way towards getting business. Mr. Waltmire has built over a hundred houses in Ames, and has an excellent reputation for doing good work. He always has all the business he can handle and employs from six to eight men the entire year round.

Before coming to Ames fifteen years ago, Mr. Waltmire was in general contract work at Delevon, Ill., for fifteen years, making a total of thirty years' practical experience for him in this work. He has had jobs on all sizes of dwelling houses and if you have any special ideas of your own for a future residence Mr. Waltmire will help you work them out.

A Group of Ames' New Modern Homes

Built by W. J. Moreland.

Built by C. M. Dunaway.

UNION NATIONAL BANK.

In 1868 a private bank was founded by W. D. Lucas and was operated by him until 1873, when Mr. W. M. Greeley, who is now president of the Union National Bank, bought out the founder and operated the business as a state bank until 1883, when the present Union National was formed. The present business of the Union National covers a wide field. The capital of the Union National itself is $50,000.00 with a surplus of $50,000.00, undivided profits of $20,000.00 and deposits of $500,000.00.

The Union Savings Bank which is operated in the same building and under the same management, has a capital of $25,000.00, undivided profits of $15,000.00 and $350,000.00 in deposits. This department handles an extensive system of farm and city loans, which business has grown to a great extent during the past few years. The National Department has charge of the commercial accounts.

Several hundred thousand dollars worth of farm sales are handled annually. This is an important feature of the banking business and has increased particularly during the last year because so many tenants were unable to find farms and were obliged to sell out their stock and machinery. The bank also maintains a public notary office.

The present officers of the bank are as follows: W. M. Greeley, president; E. W. Stanton, vice president; C. L. Siverly, cashier; S. A. Knapp, assistant cashier; M. E. Fowler, second assistant cashier.

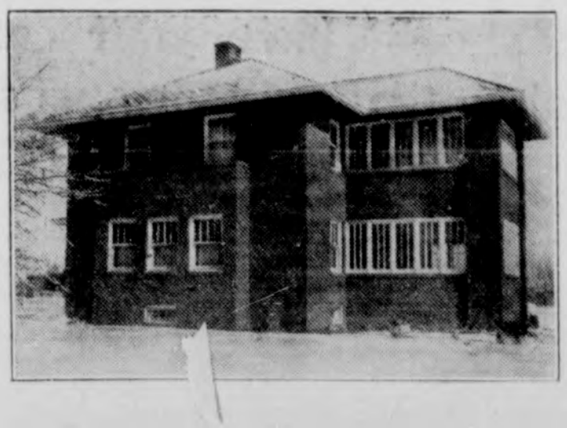
President Greeley has recently made a magnificent gift to the city of Ames in the shape of a city hospital, which is now under construction. It is to be one of the most modern and up-to-date hospitals in the state and its cost will be $80,000.00.

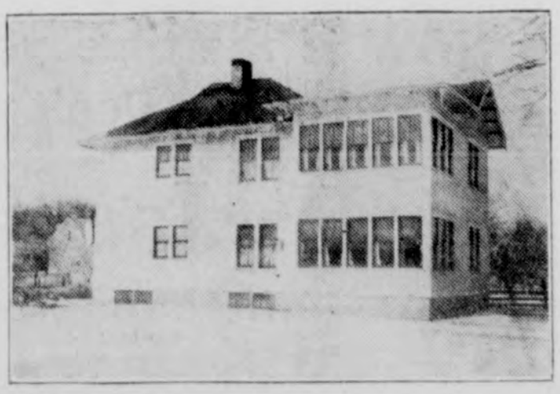
J. M. NOBLE.
Contractor.

Mr. Noble, general contractor, has won an especially good reputation for his skill in building farm houses and barns. He has built farm buildings throughout this section of the county and they all stand as emblems of careful and conscientious carpenter work.

Having been in the business in Ames for the last twenty-two years, Mr. Noble has come to be very well known here and he always has work ahead. Promptness has been his motto and to get a building done on time is what he particularly desires to do. Some of the residences he has built in the city of Ames are the following: Frank Morris' residence, F. E. Blackmore's residence, George Smith's residence, D. J. Bullock's, and many others. Mr. Noble employs from four to five men in his contracting work the year round.

A Group of Ames' New Modern Homes





ADAMS FURNITURE STORE.

Home furnishing is an art which means much for the satisfaction and comfort of families in any vicinity. The Adams Furniture store has built up a fine business as the home of furnishers of no small repute. They carry a line of furniture at their store which will suit the most exclusive taste. Their Hoosier Kitchen Cabinets have especially pleased the house wives in and about Ames. During the sixteen years that they have been in business, they have always given satisfaction and stand

behind every article they sell.

Their store on Main street, is one of the finest establishments in the city. Ten years ago they built this building and previous to that time were located in the store now occupied by Holmes Music Shop. They devote all three floors to their business and aim to arrange their stock in the most attractive way for inspection of their patrons. The new window front which they installed three years ago sets off this building very handsomely. The store is one hundred feet long and twenty-five fee' wide. On the main floor they have their dressers, tables, beds and other furniture commonly used in furnishing homes and the basement is used as a store room for mattresses and spring stock. The upper floor is devoted to their upholstered furniture and undertaking parlors as well as rugs and mattresses.

Their undertaking department is complete in every detail and Mr. Adams takes personal charge of all this work, being a graduate of a Chicago Embalming School. They offer private ambulance service and expect in the near future to install auto service in this regard.

At this place is also done picture framing and furniture repairing. On account of the excellent way in which they handle all business transactions, either small or large, they have won a prominent place with the trading public and their business is steadily growing. They deserve all the success with which they have met, for they have expressed a desire to please their patrons in every way possible.

GEORGE ROBERSON.
Machine Shop.

George Roberson is one of our pioneer citizens. He has been in business in Ames longer than any man on Main street, with the exception of Capt. Greeley, of the Union National Bank. He first started in here in 1883 as a gunsmith. At that time the hunting was good on these level prairies of ours and he had much business in this line. Little by little, he grew into the machine business as the demand became greater for that work. In 1891 he built the building, the basement

of which he now occupies. Previous to that time he was located with Hemstreet, Real Estate Dealer, who had a small office on Main street. He has occupied this location ever since and in his machine shop has machinery to take care of all kinds of machine work.

Besides building up the large trade in machine work, he has lately been doing very much automobile repair work. He can make any kind of a repair. His various equipment of lathes, planers, presses and drills enables him to tackle any sized job in his line. He carries a line of bolts and small hardware for engines, not only for his own use, but for his retail sale as well. His machinery is run by a gasoline engine which is the oldest gasoline engine in town. This speaks well for Mr. Robertson's ability as a repair man, for very few gasoline engines will run for twenty consecutive years if not in the hands of an expert. At this season of the year Mr. Roberson is overcrowded with work on skate sharpening.

Mr. Roberson has long been known as one of our industrial boosters. He has done considerable building for the city of Ames, besides building the building which he occupies, he erected in 1895 the building. This is now occupied by the Ames Candy Kitchen. Mr. Roberson still owns this building. As a machine expert Mr. Roberson's ability stands second to none.

L. R. MORRIS.
Livery and Transfer.

A business that nearly every one has need of at one time or another and which is especially popular during the school year, both at its beginning and at its close is that of the transfer line. Mr. Morris has been conducting a general livery, bus and baggage line for no less than twenty-three years, sixteen of which have been spent in his present location.

Twelve head of horses are kept at present for the service and also an automobile which is requisitioned for the service whenever quick transportation is needed. Mr. Morris aims to give the very best service that he can. His transfer lines meet all trains day and night, and he is ever on the alert to help those who are in need of such service.

THE WATCH SHOP.

Located in the front end of the Holmes Music Store is a jewelry establishment conducted by Mr. J. W. Tinsley, who is the oldest jeweler in Ames at the present time. He has been in the jewelry business here for the past fifteen years.

Here is carried a full line of watches, clocks and chains and the usual articles found in a first class jewelry store. His watch line embraces all the standard makes now being manufactured. Mr. Tinsley makes the repair work in his store a strong feature and gets a large portion of this business in Ames.

The jewelry store has always been identified on account of the watch sign which has been so prominent a land mark in Ames for the past fifteen years. To find Mr. Tinsley's jewelry store, look for the watch sign on Main street.

WEST END BARBER SHOP.
Jim Van Scoy.

In our daily active business most of us usually cannot spare the time to shave ourselves. It is here where the barber comes in useful. A barber is in that business as a vocation and learns to do the work promptly and efficiently and will not use much of our time. One of the prominent barbers of Ames is Jim Van Scoy. He has been Ames in the capacity of barber for a number of years, but only for the past year has he been in business for himself.

His barber shop in the west end of Main street is one of the busy places in town. It is equipped with three chairs and usually these are able to take care of the business. When you are in need of anything in the line of barber work, whether it be a shave, shampoo, massage or haircut, Jim Van Scoy will fix you up.

O'NEIL DAIRY COMPANY.
C. J. & P. H. O'Neil.

Here are two men who are making the most of the opportunity they had to go to college and learn the details of the business which they now follow. The senior partner, C. J. O'Neil, has been in Ames for eight years, but he has been in the dairy business for thirty years. He began on Kooser's dairy farm and worked there while he was going to college and after graduating from the dairy course he taught the general dairy course here for two years. The junior partner, P. H. O'Neil, is also a dairyman of considerable experience, having worked for the Dominion Dairy and Produce Company in Canada.

The market milk establishment which the O'Neil Brothers run here has been operated by them very successfully for the past two years and they say that they expect to stay in the business here for at least twenty years more. They like their work and are boosters for good clean dairy products. Their trade consists of wholesale and retail milk, most of which they buy locally and after pasteurization, sell it on the retail market in Ames. They run two wagons for this purpose. Their wholesale and retail ice cream business has also expanded to generous proportions during the time that they have been located here and promises to become a very important feature of their trade. Their equipment is strictly up-to-date and handled so as to produce dairy products quickly, cleanly and efficiently. They also sell considerable butter milk. This is a pure product and housewives of Ames are especially glad to get it during the pancake season. They handle about four hundred fifty quarts of milk per day in their total trade.

These men are indeed boosters for their business and for the community and being in the business in which they can serve Ames people to such an extent with absolutely pure dairy products, they have come to be recognized as a very reliable and progressive firm. Their success will undoubtedly continue.

C. W. DUDGEON
Jeweler.

Mr. Dudgeon first opened up a jewelry store in Ames in 1893. He discontinued this original store for a number of years, but again opened up a store seven years ago. Three years ago he bought the building which he now occupies and remodelled it throughout and put in a handsome front. This front is one of the most attractive fronts on our business street and helps very materially in adding a metropolitan aspect to our business section.

At this jewelry store is carried everything in jewelry. Mr. Dudgeon features beautiful lines of diamonds. Here may be purchased Victrolas or

Victor records. The cut glass line which is handled at this jewelry store is very complete and the ornamental goods sold here are of a varied assortment.

This jewelry store has daily corrected time and is watch inspector for the Northwestern and Interurban railroad companies. The repair department is able to handle anything in watch repair work and aims to turn out the work efficiently and promptly. Mr. Dudgeon does a considerable part of this work himself but is not able to handle all of it so has a man to help him.

During Mr. Dudgeon's business career at Ames he has become well known and favorably liked.

Times want-ads are the busiest sales agents in town—have you tried them?

MEATS!

We handle both fresh and cured government inspected meats. Cleanliness and service are our watchwords in this line.

We can supply your wants in pickles, sweet or sour, oysters and fish.

Our Weekly Saturday Sales are Money Savers for the Family Table

WATCH this Space for Future Bargains

LEW GAMRATH
PALACE MEAT MARKET

A Steady Stream

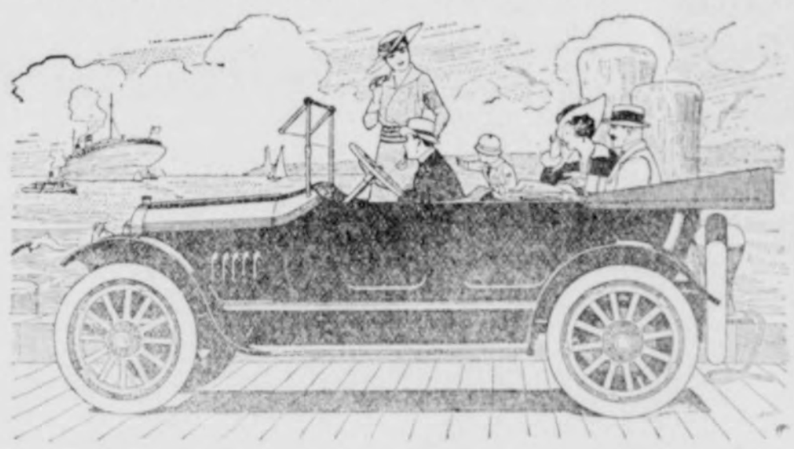
Of new pure foods flowing into and out of our STORE make it the center of attraction. Our business the past year attest this fact, showing an increase of 20 per cent over the year before.

We thank you all kindly for your part in this good record and want you to help us make the present year still better.

Ask for BRIARDALE BRAND PURE FOODS they are the BEST.

Phones 57, 58, Office 59

J. J. GROVE, 223 Main Street Ames, - Iowa
Established 1889



The Lincoln Way Garage

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This car is in class by itself
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The Large Four. The greatest enclosed Car on the market.
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The most wonderful car on the market for the money.
Price $655

NOW is the time you should have your car looked over. Don't wait until the season opens.

N. H. Jacobson, Ames, Ia.

Mary Greeley Memorial Hospital

CAPT. W. M. GREELEY.

One of the magnificent biuldings to be erected during 1916 is the Mary Greely Memorial Hospital, given to the city of Ames by Capt. W. M. Greeley in memory of his wife. The building will contain all modern equipment known to the hospital world and will be beautiful and complete in structure. It is to be located at Twelfth and Douglas and will represent a total investment of $80,000.00.

ROLAND GILCHRIST COAL COMPANY.

About four years ago A. A. Roland and J. H. Gilchrist formed a partnership and became the owners and managers of the Roland-Gilchrist Coal company. These two men were born and brought up in Ames and are strictly home grown products. Their reputation for square dealing needs no comment. They were both formerly connected with an elevator, and had had considerable experience in the coal, grain, and feed business.

Their present business is now located on South Kellogg avenue, just across the Northwestern tracks, in a large two story brick building 50x100 feet, with also a full sized, well drained and cemented basement.

The main lines which are handled by this company are coal, flour, feed, and farm seeds. Their coal comes from Iowa, Illinois, Virginia, Kentucky and Pennsylvania, and among their well known and recommended brands are the 'Saylor," "Big Ben," "Blue Gem," "Radium," Smokeless and Scranton hard coal.

This company handles two popular brands of flour, the "Pillsbury's Best," of Minneapolis, and the "Clear Quill," of Waterloo. Both are fancy patent flours. All kinds of mill feed, such as bran, shorts, Red Dog, flour, oil meal, cottonseed meal, tankage, Blatchford's calf meal, etc., are for sale at reasonable prices.

Poultry food is still another line which the company serves the needs of Ames people. They have corn, oats, wheat, cracked corn, oyster shells, Mixed Poultry Ration, laying mash, beef scraps and charcoal, in short, everything to make the hens lay all through the winter.

Timothy, clover, alfalfa, wild and mixed hay, both by the bale or by the ton are bought from the farmers and retailed out by the company to the local trade. They also buy and sell a considerable amount of straw.

The company has its own delivery system throughout the town and to the college, using at the present time several teams to handle their large business. A force of nine men is kept busy with the teaming work and with the work around the coal sheds and in their store houses. A private track runs from the Northwestern line to their coal houses, which makes it convenient in unloading coal into their bins.

This company is one of the largest of its kind in the vicinity and it has helped advertise Ames, not only by its fair dealings and courteous treatment but also by the wide variety of goods which it handles.

W. L. ALLEN.
Blacksmith.

Thirty-seven years ago William Allen, the father of the present owner, Mr. W. L. Allen, started a blacksmith shop where the present business is located. Two years ago the son took over the ownership of the business and now manages the whole affair. He has had years of training in the business and with his experience and his up-to-date equipment he is able to fill any demand for farm or city machinery repair work, besides the horse shoeing trade.

Besides his general blacksmith work, Mr. Allen has found a great deal of plow work to do. He manufactures and places fire escapes. He manufactures and puts up steel construction work. He has as well equipped a shop in Story County and his stock is larger than any two businesses of a similar nature in the county. Another line of business is the manufacture of wagons. He builds them for the Ames Union Delivery, for the Fire Department, for the draymen and the United States Mail service. That his work is good is evidenced by the fact that his customers come back to him a second time and become his permanent patrons. His carpenter shop is equipped with a universal woodworking machine which does all of the most common operations in carpentry, such as drilling, sawing and planing and saves the labor of about four men.

In his blacksmithing shop he has three forges, all his iron working equipment is strictly up-to-date and everything is driven by electricity. He has three motors besides his fire blowers. Another convenience not usually found in a blacksmith shop is a telephone and this has become a great economizer of time for the owner. Instead of having a dozen farmers drop in on him at the same time with horses to be shod, he has them call him up on the phone and make appointments with him at certain hours of the day and they then come in and get their work done without a long wait and without losing time at home and at the shop. In this respect Mr. Allen has his system worked out similar to that of a dentist or a physician and finds it very satisfactory, indeed. Four men are employed all the time at this shop and the work that comes here keeps them busy. Mr. Allen's business is bound to increase, due to his progressive attitude towards it.

AMES MOTORCYCLE COMPANY.
W. M. Thul.

Next to the automobile in point of comfort and transportation and even surpassing it in quickness and efficiency, comes the modern motorcycle. With one of these machines a person can travel at a very low cost per mile and the up-keep is very low, no expense being incurred while the machine is idle. A need for such machines has brought about the establishment of many motorcycle agencies throughout the country and they enjoy a flourishing business.

Mr. Thul opened his shop about two years ago, but he has been connected with the motorcycle business since 1911 and his experience with the machine has made him thoroughly competent to run and repair the machines he handles. He sells the well known Harley Davidson machine, of which little need be said except in the way of commendation. The reliability of this machine has been proven by hundreds of endurance tests and one may feel, when purchasing a machine of this make that he is getting the best there is for the money. Mr. Thul is glad to show and demonstrate these machines at any time.

A complete line of repairs for his machines and also a full stock of bicycle supplies are kept at this shop. Gasoline and oils are for sale for the convenience of travelers. A few new machines are kept in stock by the proprietor to show to prospective purchasers.

BUSH-HUBBARD AUTO CO.

Last fall Dr. E. B. Bush and Homer C. Hubbard bought out the Ames Auto Co., then owned by Gearge T. Kooser, and since that, it has been known as the Bush-Hubbard Auto company. It is w thout a question the most prominent garage in Story county.

The large building which this firm occupies on Main street, is fifty-five by one hundred and twenty-five, and both floors are used by the company. It is steam heated throughout and is equipped for a first class garage. Since buying out the Ames Auto company, the present proprietors have done much to improve the place. The office and salesroom have been rearranged and the stock room enlarged to accommodate the increasing business. This firm handles everything in the way of automobile accessories, Hermolene oils and greases, and a complete line of Ford parts. In the tire department, only the very best are handled. The standard Firestone and Fisk cases and tubes are carried in all sizes. They also carry the famous Howe Red tubes.

The electrical department is one of the most complete in the country. They have recently added a battery charging plant, with the capacity to charge eighteen batteries at once. This insures first class battery system. They carry in stock lamp globes, switches and wiring material. They handle the Ever Ready high test batteries and have contract for delivery each week, thus keeping on hand always a stock of live batteries.

The shop has been rearranged and renovated and a complete up-to-date equipment added, including all the tools necesary to give first class service. They have just installed the largest lathe in this county, including all the attachments for Keyway, milling, tapering and axleturning. This machine was purchased at a cost far in excess of the present demand. This firm has made this sacrifice that they may give the public of this community the best possible service.

They are also equipped to do all kinds of oxy acetylene welding.

Mr. L. E. Puth, the shop foreman has been in the automobile repair business for ten years, having had the necessary experience to make a first class mechanic.

Their shop workmen are first class, and any and all work by this company is absolutely guaranteed. This guarantee means business.

The sales department is headed by George Clark, who is an experienced salesman having spent about thirty years in the various lines of retail merchandise trade, and the auto field is not a stranger to him. They sell the following cars in the year 1916:

The Famous Dodge Bros. car.
The Sturdy Reo (four cylinders).
The Master Reo (six cylinder).
The Renowned Paige car.

In the spring two or more salesmen will be hired and the entire territory around Ames will be covered.

The garage is under active management of Homer C. Hubbard (Hub) who is well known throughout the state, having been coach at Iowa State college for the past five years. Dr. E. B. Bush is a well known physician of Ames having lived here for the past eight years. Both gentlemen are energetic business men and prominent boosters for every worthy cause which Ames takes up.

This firm while now new is worthy of your business, and their motto, "Prompt, Particular Service," will sound good to the Story county automobile owners.

BAUGE AND ALM.
Shoe Store.

The first consideration in buying shoes is the fit. Most of us are willing to ignore the price as long as we get a pair of shoes which are comfortable to wear. At Bauge and Alm's shoe store you not only get a perfect fit, but you get a pair of shoes which will wear and give service and at a price which is reasonable. Bauge and Alm carry shoes that satisfy for the whole family.

They have the largest shoe stock in Story county and among the reliable brands which occupy shop space at their store are the Stetson, Howard and Foster, and J. P. Smith, for men; J. & K. shoes for women and Buster Brown and Norma shoes for children. All sizes and widths of each of the above brands are kept in stock the year round. Here one may always feel sure of getting the latest in shoe wearing apparel for Bauge and Alm supply their stock with the latest styles as soon as they are placed upon the market.

Both Messrs. Bauge and Alm are shoe men of considerable experience. Mr. Alm has been selling shoes for twenty years and Mr. Bauge for thirty-five years. The firm of Bauge and Alm has been established in Ames since 1907 and ever since that time they have been giving excellent service to the public.

E. A. MILLER.
Blacksmith.

Another of the pioneers in his line in the town of Ames is Mr. Miller, who has been following his trade here since 1890. The horses he has shod in that time could probably be numbered by the thousands by this time, and his work has continued to give uniformly good satisfaction all these years. Mr. Miller learned his trade back in Wisconsin and only the other day he received from a relative back at home a picture of the old shop where he and his brother used to shoe horses.

In addition to this horse shoeing work, Mr. Miller does all kinds of repair work on machinery wagons and carriages. In the busy season he has as many as four or five men working for him and he keeps them all busy. He has a great deal to do during the spring and summer months when the farmers bring in their plows, discs and sickles to sharpen up. He has given his best to the people of Ames and the community and his success is well deserved.

STANDARD GROCERY.
Tilden and Poole.

One of the newer businesses in Ames is that of Tilden and Poole, who own and operate the Standard Grocery. Although they have been here only about two years, their business is by no means a small one and the fact that it is increasing daily is a point in favor of their capable management.

They handle some of the very best lines of groceries, among which are the famous Club House and Telmo brands of canned fruits and vegetables. They also handle Golden Cream and Fidelity Flour which rank at the top when it comes to quality. All of their other brands of goods, though not advertised extensively, come from well known and reputable houses and give to their customers quality that is of the best. Their Loose-Wiles crackers need little introduction to Ames people. These crackers have a national reputation.

The managers of this grocery specialize particularly on green vegetables the year round, securing their supply from Blackman Bros., of Nevada and from Council Bluffs. They also handle the farm trade in the shape of butter and eggs and by retailing them out give their city customers the advantage of fresh farm produce.

CHARLES BARETTA.
Barber Shop.

Here is a man who has won his way to popularity among students, faculty and residents of the fourth ward through his unceasing cheerfulness and good work. His conscientious efforts to please in his particular line of business has brought him a long list of satisfied customers and his shop is seldom empty. They come from far and near to have a word from Charlie and see his pleasant smile. Located as he now is in his splendidly equipped and perfectly sanitary shop, his success cannot help but continue to grow and develop. Marble and glass are conspicuous parts of the equipment.

Five years ago Charley Baretta came to Ames and started in the barber business. Up until the 15th of last September he was in the I. S. C. barber shop, as manager. Here he made many friends and worked incidentally toward his present trade. His business judgment told him that a new building, erected on the corner of Welch avenue and Lincoln Way would draw customers and to that event he planned and eventually was able to build the present structure in which he is located. It is just across from the big store of A. L. Champlin and now contains two store apartments on the second floor and a barber shop and candy store below. In his barber shop Mr. Baretta has four chairs for the accommodation of his patrons and long waits are rarely necessary. His is the only barber shop on the south side and he is equipped to give every kind of treatment that a barber shop usually gives. A shining parlor is run in connection fir the convenience of his customers.

Mr. Baretta's success has been due to hard work, economy, honesty and lor is run in connection for the conmend him to Ames and to college people and will watch with pleasure his continued success.

During the last two years Mr. Baretta has been interested in real estate and has met with much success in this line.

McCAWLEY PLUMBING COMPANY

The McCawley Plumbing Company has been unusually fortunate in securing numerous municipal jobs throughout Ames during the time their business has been established here. They did all the work on the High School building, the Central building and the Welch buildings. The new City Hall work is being done by this firm. Besides these larger buildings they have done the heating and plumbing work in hundreds of private residences.

At their store the company carries a large line of bathroom fixtures and bath ware, such as glass shelves, mirrors, flue brushes, radiator brushes, bronze and liquid bronze. No matter how particular you are or how fine a quality of goods you may desire for your home, the McCawley Plumbing and Heating company is prepared to furnish these for you.

Mr. S. A. McCawley is the proprietor of the company and has been in this business for years. He has worked up the business to a standard of perfection. He will figure on any contract, large or small.

PALACE LIVERY, FEED AND SALES STABLE.
G. W. Nichols.

For twenty-nine years this place has been conducted as a first class sales and livery establishment. It has served the public well, during that time and has come to be known as the reliable livery barn of the town. Being open day and night, as it is, the service is prompt at all times, which is a feature not to be underestimated in a good livery business.

The proprietor, Mr. Nichols, also handles sand and gravel which is delivered on short notice to any place in town. Some light draying is done as a sort of side line in addition to the general delivery and transfer business. From 17 to 20 head of horses are required to carry on the work of the stable, which shows the extensive proportions to which Mr. Nichols has developed his business. His stable is often used for holding sales. All kinds of horses are bought and sold, as are also harnesses and vehicles. The stable is maintained in a very clean and attractive manner, being whitewashed throughout, and well deserves the patronage which has come to it. Calling number 23 Black will get one in touch with the stable, or Black 524, which is the residence phone number of the proprietor. The stable is situated at 211 Des Moines and Lincoln streets.

Announcement

GASTER will soon be here. My Spring goods have arrived and I have a splendid assortment of woolens to offer you.

Escott M. Hicks
Merchant Tailor

Reliable Remedies

Whenever some minor illness attacks, an illness not serious enough to demand the call of a physician, you can do no better than use

Cagwin's Preparations

All of our remedies are prepared upon honor. Our reputation is at stake and you can rest assured that we make the remedies as good as skill and high-grade material will produce. We will refund the money in every case where a preparation made in our laboratory fails to give perfect satisfaction.

Joel E. Cagwin
Manufacturing Pharmacist
Ames, Iowa

PRIME BEEF

We have it here

First Prize Beef at the College is still for sale at the

City Meat Market
Chris Sorenson

Back Again

Francis X. Bushman

The Matchless Master of the Silent Art

With the Piquantly Charming

MARGARET SNOW

—In—

"THE SILENT VOICE"
"Metro" Wonderplay

Continuous after 2:30. Adults, 20c; Children 5c.

High School Pupils Mat 10c.

Twin Star Theatre
Wednesday, February 16

Attention!

You are cordially invited to inspect the Lincoln Barber Shop, south of Campus. S. W. corner Lincoln Highway and Welch., Chas. Barretta's new building.

Chas. Barretta
Prop.

WATKINS & ELLER

GENERAL CONTRACTORS

Ames, Iowa

Wm. Watkins
Cor. Boone and Campus
Phone Blk. 569

Fred Eller
403 Lincoln Way
Phone Blk. 733

Some of Ames' New Modern Residences

BUILT BY H. E. EMERY

BUILT BY U. S. GRIFFITH

THE TILDEN STORE.

The Tilden Store on the north side of Main street, began business in 1869 and has been growing ever since, until now it plays a very important part in our commercial center. Mr. George G. Tilden, who came at that time, from Rochester, Vermont, established the business with Mr. Bigelow and Mr. Huntington. The beginning was very modest, for at that time the business occupied only one small frame building. Little by little changes have been made, both in size of stock and size of quarters. In 1884 Mr. George G. Tilden became the sole proprietor. At this time the store occupied the room which is now used for the clothing department. Business made it necessary to have more room, so in 1889 the Union National Bank cooperated with Mr. Tilden and new quarters were built, both for the bank and the store. The bank at that time occupied the room which is now occupied by the shoe department. In the fall of 1889 the store was moved into its new quarters, what is now the Dry Goods building.

Upon the death of Mr. George G. Tilden in 1892, the management of the business fell upon his two sons, L. C. and J. G. Tilden, who have ever since been actively engaged in the management. The business was continued as a co-partnership under the name of Tilden Brothers Company until 1901, when it was incorporated with L. C. Tilden as president and J. G. Tilden as secretary and treasurer.

In 1910 the manufacturing part of the business, having developed to the point where it was advisable to separate it from the retail, two new corporations were formed, namely, The Tilden Store Company, to take the retail business, and the Tilden Manufacturing Company, to handle the manufacturing.

At the time of the organization of The Tilden Store Company, W. C. Stephenson became one of the stockholders and as one of the directors, has been actively engaged in the management.

Recently the authorized capital stock of the company has been increased from $50,000.00 to $75,000.00. Most of the increase has been subscribed, but the company is making plans for some extensive improvements to meet the demands of their business and to give more efficient service to their patrons.

C. M. DUNAWAY.
Contractor.

A contractor who has done much building in and around Ames within the past two years is Mr. C. M. Dunaway, 1421 Douglas avenue. Mr. Dunaway is a comparatively new contractor in our midst, having been a resident of Ames only two years. Previous to his coming here he lived at Pontiac, Illinois, and was in the same business there for three years.

No matter what kind of building you want to do, Mr. Dunaway will figure on the job for you. Nothing is too large or to small. Particular people will surely get satisfaction with Mr. Dunaway, and when you contemplate building call Black 603 for any information in building you may wish to know.

PRINCESS THEATRE

Home of the Great — Paramount Pictures

TONIGHT

A two-reel Triangle-Keystone Comedy featuring that well known fun maker Charles Murray, this in conjunction with other pictures and good vaudeville.

SATURDAY

A three-reel Triangle-Keystone Comedy featuring Mack Sennet, Raymond Hitchcock and Mable Normand, also good vaudeville.

Always Your Money's Worth — Matinee 10c, Nights 15c — Princess Orchestra

H. J. HANSEN.
Contractor.

Mr. H. J. Hansen is one of our leading carpenter contractors and his ability to turn out the best grade of work, quickly and correctly is without question. Mr. Hansen has his shop to the rear of his residence at 612 Burnett, and here can be found the most completely equipped shop of its kind in Ames. Work of practically every description can be turned out when you want it and satisfactorily too, as the shop is equipped with drills, saws and combination outfits of the latest design. Mr. Hansen has recently added to his equipment a machine planer which is the only one in Ames, with the exception of those at the Iowa State College shops. The machines are operated by a six-horse power gasoline engine.

The greater part of the buildings at the Fair Grounds were constructed by Mr. Hansen and he erected all of the millwork on the large auditorium there. Should you wish an estimate on any work in this line do not hesitate to call on Mr. Hansen, and he will be glad to furnish a very good one for you and execute your work promptly and in a manner that a man of less experience could not think of doing.

Some of Ames' New Modern Residences

BUILT BY. J. M. NOBLE

BUILT BY J. A. ARRASMITH

Photograph the Kiddies at Home

These House Photographs which illustrate this issue were taken by

D. A. DAVIS

Call Black 604 for Special February Prices on any size pictures inside or outside

SPRING CLOTHES

They are Here

I have here for inspection my spring stock of men's furnishings which is arriving daily.

Suits, Hats, Caps and Shirts are Coming in to Suit all Tastes

Come in and Make Your Choice Early.

It is a Pleasure to Show Goods

Here's What's Waiting For You

Superior Quality Clothes

Rocherter-Adler Suits
$18 to $30

Fitform Suits,
$15 to $30

Styleplus Suits,
$13.75 to $17

Men's Furnishings

Ide Shirts and Collars,
Longley Hats, Fownes Gloves,

Phoenix Hosiery all Shades and Sizes for Ladies and Men.

Cooper's and Vassar Underwear.

Cheney Silk Ties, all styles and a full Line of Sweaters for Men and Boys.

Clothes For Children

Xtra-good clothes for children, stand the wear and tear of hard usage.
I have them here at- - - **$4.50 to $12.00**

I am Offering Some Splendid Values in Sporting Goods.

"Pay Less and Dress Better" at

GUS MARTINS

Souvenir and Industrial Feature Edition

SECTION TWO PAGES 9-16

AMES EVENING TIMES

AMES, STORY COUNTY, IOWA, FEBRUARY, 1916.

What Iowa State College Does For The People of Iowa

(BY PROF. H. R. O'BRIEN)

"This college began its work for the state of Iowa forty-seven years ago", said R. A. Pearson, President of Iowa State college in his founders' day address before the special convocation called on October 21 to observe the anniversary of the first opening of the institution. In this sentence, the keynote of the work of the Iowa State college was struck. It was the purpose of those who founded the college to make it an efficient instrument that would work for the good of the state. In the years that it has been in existence, this ideal has ever been foremost in the minds of those who have had charge of it, the presidents, the deans, the directors, and the faculty from heads of departments down to the humblest instructors. Today, more than ever before, the college is working, planning, dreaming of helping the state, both today, and in the days and years to come.

Growth and Present Size of College.

From the very beginning, the Iowa State college has prospered. Each year has seen an increasing number of students coming to its doors. From 70, the numbers have grown to 3629 in 1914-15. From the registration for the first semester of the current year, it is likely that the numbers for the 1915-16 session will be in the neighborhood of 4000. This is the largest registration in any technical land grant college in the United States. States where the agricultural college and state university are combined have of course larger numbers.

In agriculture this increase is especially noticeable. There is an old legend on the campus, that when James Wilson came to take charge of agriculture, he said that there was one teacher of agriculture and one student of it; and as far as he could find out these two had never become acquainted with each other. In 1895 there were just 105 students. By 1900 the number had mounted to 237. 1905, 268 had registered, by 1910 it was 554, and in the last college year, no less than 1241 were taking work in this division. This included both the graduate students and the two year men. In 1909 there were 12 men taking agricultural engineering, while last year the number had mounted to 130.

During the 1914-15 session, the registration in the different divisions of the college, excluding the summer school and the two year course men, was agriculture 992, engineering 741, home economics 524, industrial science 114, and veterinary medicine 81. The total for the present year will show increases in all five of these divisions.

When the college was founded, there was a president, and about three faculty men. Today there are over 400 men engaged in teaching, experimental work, extension work, or doing executive work for the college. This does not include the large number of clerks and stenographers that are necessary to carry on the correspondence of the institution.

Three-Fold Work of College.

While the Iowa State college was established primarily to teach the young men and women of the state and give them training along industrial lines, time has shown that the place and purpose of the college is three-fold. Along with teaching, comes second, the work of experimentation, and third, extension. If the college could be likened to an industry, the first two, teaching and experiment, constitute the production of the plant, and the extension service, the sales or distribution department. Almost without exception, every division and every department on the campus is engaged in these three lines of work. All of thtse three are coordinate, and all are equally important in the part that the college is playing in giving service to the state. It is the purpose of this article to explain the work of the latter two functions of the college.

Agricultural Division.

For twenty years, "Ames", as it is known, has stood at the top of agricultural colleges in the United States, and in the world even. The men on the faculty have been the leaders in the great development in things agricultural that has come during the past 24 years. It was the work of "Ames" that put corn on the map, and made it the great productive crop that it is. For many years the honors won by the stock judging teams at the International and elsewhere have scattered broadcast the work of the animal husbandry department. The work in dairying has gone round the world. The work of the division as a whole has attracted students from every state in the union and practically every country on the globe.

Animal Husbandry.

In the matter of developing the livestock industry of the state, the animal husbandry department has taken a great part. Not only has this department turned out hundreds of students and put them in responsible positions, as teachers, as experiment station men, and as managers of big farms, but it has promoted the raising of pure bred stock on the farms. In the experimental work, it has bred many animals that have taken the blue ribbons at the International and other great expositions. This department has developed the self-feeding cafeteria for hogs that is revolutionizing the hog raising industry of the country. Other feeding experiments are being carried on that mean much to the farmers of the state.

Soils.

Work in soils aims to be practical. Students do not spend their time in analyzing soils that are new to them. In each case, they are required to bring from home types of soil from their own home place. Thus in the training that they get, they also secure valuable data for their own home and community. The department, by means of soil surveys now being conducted, and through the thousands of samples sent in to be analyzed, get an idea as to what the state needs, and offer remedies. It is the plan to ultimately make a detailed soil survey of the whole state. This work will mean literally millions of dollars to Iowa farmers in years to come.

Farm Crops.

There is no livelier spot on the campus than the part of Agricultural hall devoted to the farm crops department. Here all sorts of work is going on. Plans for improving the oats, for finding out what's what in sweet clover, for hunting new varieties of wheat that will grow, for devising ways and means of persuading the farmer into testing his seed corn, for getting rid of weeds, for finding new ways to grow alfalfa—everything in the line of crops is being done. If the new varieties of oats, "103" and "105" were planted by every farmer in Iowa next season who grows oats, there would be an average increase of 4 to 5 bushels an acre for the state that would mean just $10,000,000 in the farmer's pocket. This would pay the entire expenses of the college for ten years to come. Likewise the new seed scarifier that will make 90 per cent of the clover and alfalfa seed grow instead of 10, will mean hundreds of thousands of dollars to the state.

Farm Management.

Last fall the department of farm management put out a bulletin dealing with farm tenancy in Iowa. This was based upon a survey of 144 farms selected from different sections of the state. The results in this were so interesting and so startling that it has been called for from every part of the country. Many farm papers have practically copied it entirely. Since the first survey was taken, another survey, much larger and more intensive, has been taken, covering 965 farms in Tama, Grundy and Blackhawk counties. It was found that 503 out of this number are farmed by tenants.

Forestry.

Because Iowa is not thought of generally as a forest state, one might get the idea that there is little that the department of forestry could do that would be of practical benefit to the state. But not so. Every farmer and property owner in the state is a user of lumber and as such is interested in securing this at the best possible price

Dairying.

Iowa State college stands at the top when it comes to dairying. In equipment, there is no school west of the Mississippi that is better, and few east as good. The discovery of Lacto carried the fame of the department around the world. In promoting commercial creameries over the state, in standing for good quality in butter and butter products, in promoting cow testing associations, and in development of the dairy industry generally, the dairy department has accomplished wonders for Iowa agriculture.

Horticulture.

Out at Council Bluffs the department of horticulture in the name of the college, bought a large dilapidated apple orchard a few years ago. This is in the heart of the apple district of the state. By making use of the best methods, this orchard has been made over until it is a paying proposition. It has been the means of many of the orchards in the neighborhood likewise being transformed into good bearing orchards. Then the work of spraying, spraying demonstrations carried on over the state, the helping of marketing of apples, and the other propositions carried on have all been of vital importance to the state.

Farm Engineering.

In order that sanitary, well planned farm buildings may be built in Iowa. the department of farm engineering maintains a service bureau which does nothing but design various types of farm buildings. Blue prints are made of these and furnished to any one who wants them, for the cost of making the print, which is five cents a sheet. Some 75 different plans are no wavailable, including houses, barns, silos, water tanks, self-feeders for swine, corn cribs, smoke houses, milk and ice houses, septic tanks and nearly every type of building in existence. In addition to this, any farmer can secure the services of these experts free in designing any building to meet his particular needs. He merely furnishes them in return data on his completed results.

Other Departments.

It is the work of the agricultural journalism, in addition to teaching, to edit the bulletins that go out from the agricultural and home economics divisions. Besides this, the department furnishes news of the college to daily and weekly newspapers over the state. It is through this department that publicity in what the college is doing is sent out, and the information to be disseminated, is supplied to those who need it.

To supply teachers of agriculture, and to train the agricultural graduate, is the business of the department of agricultural education. By means of practice teaching in the Ames schools, it is possible to send out experienced teachers to take responsible positions.

Experiment Station.

To further carry out the work of experimenting in agriculture, the experiment station has been established and the dean of agriculture appointed director of the experiment work. For the last fiscal year, $162,086.26 was available for station work. This came from the United States, the state and sale of farm produce. Most of the projects mention above are the work of the station. Many of the men on the teaching staff devote a part of their time to experimental work. Other men do nothing but research work. Every department in the division of agriculture is carrying on investigations and research of some kind. All of this will be announced when completed and if valuable, will be published in bulletin form. In addition, the departments of zoology, botany, chemistry, bacteriology and geology, all in other divisions of the college, are doing research for the agricultural experiment station.

Agricultural Extension.

It is the agricultural extension that more than any other one agency brings the work that the Iowa State college is doing to the farmers of the state. In this work Iowa leads all other men and women engaged in the work, and in results accomplished. For the past fiscal year, $111,696.75 were available for the work. In this time 47 gave all of their time to extension work, 36 gave part time, 14 regular and 8 part time, clerks were needed to take care of the correspondence, and 17 men were usd in the work for the cow testing association.

As it is organized, the extension work is divided into general work, county agent work, boys' and girls' club work, and correspondence courses for teachers. The general work consists of holding short courses over the state, lecturing at farmers' institutes and farmers' meetings, junior club meetings, organization of farmers' clubs, farm tours, spraying and pruning demonstrations, judging and lecturing at county, district and state fairs, hog cholera control, teachers' institutes and public school meetings, colt shows, and other miscellaneous meetings. In these various activities from July 1, 1914 to June 30, 1915, 2,326 meetings were held, 4,050 lectures were delivered, 3,299 demonstratitons were given, 532 exhibits were judged, 459,301 people were reached, and 441,493 miles were traveled by the members of the force.

It is impossible in any short summary to analyze the extension work so that a reader could get a comprehensive idea as to its extent. There is the work of the cow testing associations that is far reaching in its importance. Scattered throughout the state there are many farm crops demonstration plots from which results are reported to the extension division. During the last year, 75 different printed bulletins, circulars, class notes, and other printed forms were sent out amounting to 543,700 copies, and over eleven million pages of printed matter. Likewise 65,000 first class letters and 15,000 second class letters came in, of which 35,000 required first class answers. About 17,000 telephone calls were made and 1,500 telegrams came or were sent.

Engineering Division.

To serve the industries of Iowa is the chief aim of the division of engineering of Iowa State College. First it turns out men who can go out as trained engineers and take their places in the mills, shops, and factories of the state, or in designing, constructing, and managing engineering enterprises. Then it aims to conduct experiments that will solve the problems that confront the industries of the state. Finally it carries to these industries and occupations the things of interest and value to them.

Engineering Experiment Station.

The work of the experiment engineering experiment station is to investigate engineering and industrial problems for the industries of the state. No better analysis of the work could be made than to tell of some of the projects that have been and are now being carried on, with a word as to the results from them.

The money saved by the state of Iowa in the results found from a study of corrugated pipe culverts in one year is enough to pay the cost of all experimental work for the state for ten years. Experiments as to Iowa gravel and the amount of cement to mix with it, have brought results that would save $70,000 a year in concrete construction in the state if carried out. In the matter of loads on pipes in ditches and the stress on cement and clay pipe, work has been done that has been accepted as standard by the American Society of Testing Materials. Probably $10,000,000 worth of drainage pipe is manufactured yearly in the United States according to the "Ames" specifications.

Engineering Extension.

Iowa State College is the only school of its kind in the country that is doing engineering extension work. One of the universities does some work of a similar nature as university extension, but not as engineering extension. It stands as pioneer extension work in America or in the world. The purpose of it is to carry to the men of the industries and professions, the industrial and technical knowledge of the college in the same way that the agricultural material is carried to the farmers.

There are six different lines of engineering, extension work, lectures, correspondence study courses, institutes and short courses, bulletins and publications, technical service bureau. In addition it has charge of the two year vocational short course for electricians, stationery engineers, draftsmen, surveyors, roadmakers, and building superintendents. The sum of $25,000 is expended on this work. The extension service is coordinate with agricultural extension and directly responsible to the president of the college. There are eight men on the regular staff and twentl local instructors over the state. Many regular college men assist in the work.

About 600 are enrolled in the courses being conducted by correspondence over the state. Schools for janitors and firemen were conducted at five towns over the state this winter, with enrollments from 25 to 40. Courses for painters are held at various towns. Short courses for telephone operators have been held already, and this spring schools for girl operators will be undertaken. A school of warm air heating for furnace men is to be held in Des Moines soon. Another course in ventilating and steam fitting will be given there in connection with Highland Park.

Automobiles come in for a great share of attention. There is an auto in Iowa for every fifteen people. With a little crowding, every person in the state could ride in an Iowa auto at once. Automobile institutes are held for six months in the year at various places over the state. In this connection, more calls for information about the auto course to be given at the winter short course came in than for any other topic.

A series of bulletins and circulars are issued, dealing with practical topics. Two recent ones were on "The Collection and Disposal of City Refuse," and "The Operation and Care of Sewage Disposal Plants." A technical service bureau is one of the valuable parts of the work.

Most interesting of all, is the moving picture service that is maintained by the engineering extension department. At present there are 31 schools or organizations in Iowa receiving a weekly program film service from the college. From 211-600 attend each one of these. The films are furnished free, all of them are of an industrial scientific nature. None of general literary or social welfare are included. Some of the films deal with butter making, apple raising, making of shoes, mining operations, printing of a great magazine, making of watches, and such. A popular one is "With Roosevelt in Africa." Another is one showing the Heinz pickle factory.

Industrial Science.

Work in the division of industrial science falls into two purposes. One is to train men in bacteriology, chemistry, botany, entomology, zoology, and geology to take a limited number of positions in teaching and research work open in these lines. The other one is to give the supplemental training these subjects and in such other lines as English, languages, mathematics and economics as are necessary to round out the education of the students in the technical courses. The work of the division fills an important need in the college curriculum.

As a division, no research or extension work is attempted in industrial science. Practically every scientific department, however. is engaged in doing research work for the other divisions. Chief among these is chemistry. This department supervises the engineering experiment work in chemistry and the agricultural experiment station work. The latter is especially important. Food analysis of practically every food given to livestock is made. Work in alfalfa, sudan grass, and sweet clover has been especially valuable. The most important of all, however, has been the work with silage. Much analytical work for farmers is done. The bulletin published a few years ago on prepared stock foods and stock powders saved the farmers thousands of dollars that might have been spent for worthless preparations, often composed of salt and other simple ingredients that could be purchased for a few cents.

In determining the value of birds to the state, the zoology department is doing good work. Just now an experiment with blackbirds is being carried on. Deputy game wardens in the lake regions are sending in to the department the stomachs of these birds and they are sent to Washington to be analyzed. Work with bees, and the work of fighting harmful insects is another work of vital interest to the state. The department of bacteriology is doing research with diseases working out methods of fighting them. The work in seed production and plant breeding is closely correlated with the work of the botany department. A study of just why alfalfa seed fails in the state has just been completed by this department.

Veterinary Medicine.

The division of veterinary medicine has been on the job for the farmers ever since it was established. It has sent out into the state hundreds of trained veterinarians to assist in keeping the livestock industry growing. It has also given many men to the federal inspection work and has sent a number of graduates into positions as veterinarians for large private concerns. A number of the graduates are now in army veterinary work.

But it is in the fight against the hog cholera that the veterinary men have won the confidence of the farmers of the state. Literally millions of dollars have been saved to the state by the work of these men, and and by the serum plant which has supplied serum to the farmers at cost.

The plant for the veterinary work is one of the best at any veterinary college in the United States, being complete in every way. A hospital is maintained. Every afternoon a free clinic is conducted for the farmers who live near Ames. Experiments with all kinds of livestock diseases are carried on. The department has recently issued a circular warning the farmers that certain so-called hog cholera cures are worthless. The agricultural extension department carries on its staff a number of veterinary workers who go throughout the state.

Home Economics.

Training the young women of Iowa to be homemakers is the principal aim of the division of home economics. How to prepare foods, how to design and make all kinds of clothing, how to plan meats, how to buy in the most economical manner, are some of the things taken up. Home nursing, home decoration, proper clothing to wear, home sanitation, household bookkeeping, are a few of the practical lines of work.

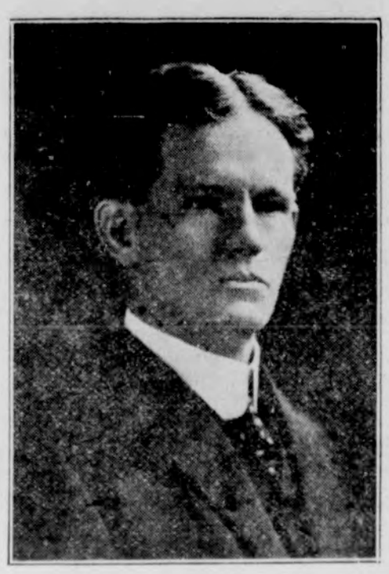
Many of the home economics graduates go out to take up teaching positions. Perhaps the preparation of teachers is the biggest single thing done by the division. Little in the way of research is attempted. When it comes to extension however, a great amount of work is done. The home economics extension is under the direction of the department of agricultural extension. The work carried on is similar in every instance to that of agricultural extension. Wherever there is an agricultural extension worker, can usually be found a woman doing similar work for the women of the community or audience. The influence of this work on the homes and lives of Iowa people is of great importance. The girls' club work especially is bringing fruitful results.

681 Students--Members of the Iowa State Legislature --The President and Deans

THIS GROUP REPRESENTS THE EXACT INCREASE OF ENROLLMENT IN TWO YEARS FROM 2,034 IN 1912 TO 2,715 IN 1914-1915.

Ames' Postal Receipts Show Steady Growth

AMES FEDERAL BUILDING.



POSTMASTER CARL L. LITTLE.

The Ames post office is one of the growing institutions of the city. The receipts of a post office are a true indication of the commercial progress of the community in which it is located. The Ames Post Office has shown a wonderful and healthy gain in receipts from year to year, and the following table shows receipts since 1899.

1899	$ 7,392.89
1900	8,286.19
1901	9,869.24
1902	10,656.76
1903	11,720.21
1904	12,678.21
1905	13,734.37
1906	15,263.22
1907	17,030.23
1908	18,736.97
1909	20,774.11
1910	22,586.58
1911	23,419.91
1912	24,633.74
1913	27,059.97
1914	34,809.76
1915	42,568.73

The above receipts cover periods ending March 1st of each year. The receipts of 1915 ending December 31st, are $44,606.43.

There are approximately forty people on the pay roll at the Ames Post Office. Their names and the positions they hold are as follows:

Carl L. Little, Post Master.

Floyd M. Williams, Asistant Post Master.

Edwin L. Ellis, Supt. of Mails.

Clyde Kintzley, General Delivery and Stamp Clerk.

William H. Doggett, Despatching Clerk.

Katheryn T. Fenton, Money Order Clerk.

Glen Anderson, General Delivery and Stamp Clerk.

T. H. Benton Stull, Supt. Station A.

J. Carroll Hoppes, Clerk, Station A.

E. Jay Harris, Auxiliary Clerk, Station A.

George M. Passmore, Auxiliary Clerk.

L. Roscoe Ender, Auxiliary clerk.

Charles Hubbart, Special Delivery and Auxiliary Clerk.

Justin H. T. McCarthy, Carrier No. 1.

Roy E. Cottrell, Carrier No. 2.

Vernon F. Glidden, Carrier No. 3.

William A. Bower, Carrier No. 4.

A. H. Griffith, Carrier Route No. 1.

E. O. Stillman, Carrier Route No. 2.

W. S. Hoon, Carrier Route No. 3.

Floyd C. Nash, Carrier Route No. 4.

Charles E. Queal, Substitute Rural Carrier.

B. A. Keltner, Carrier Route No. 5.

Don H. Butler, Auxiliary Carrier No. 6.

Fred R. Wheeler, Auxiliary Carrier.

William H. Shull, Auxiliary Carrier.

Oscar D. Freed, Janitor.

Cyrus E. Brown, Janitor.

The Ames Post Office handles the mail of Station A, which is a classified post office station and handles all the business in the fourth ward and college community.

There are two sub-stations in this vicinity, No. 1, which is located at Champlin's store and No. 2, which is located at the Athletic Drug Store. Mr. A. L. Champlin is the clerk in charge of the sub-station No. 1, and Mr. R. E. Sloan is in charge of sub-station No. 2. A. C. Smith is the acting mail carrier to the college.

The business of the Ames office increased so rapidly that last July it was placed in first class. The college community has been a large factor in determining the amount of business which goes through the Ames post office.

At Station A, complete post office business is done, including money orders, registered letters, parcels post, insured mail, stamps, etc.

The Ames Post Office is housed in one of the handsomest and best equipped and spaced buildings in this section of the country. It was built in 1912 at a cost of $75,000.00 and is a handsome fire-proof structure.

J. E. CAGWIN.
Druggist.

Eleven years ago Mr. Cagwin came here from Story City and established the drug business which he now owns. In that time he has built up a prosperous business and become one of Ames' boosting business men. He has a store attractively arranged and his courteous treatment and good stock have won for him a long list of satisfied customers.

He carries a full line of drugs, medicines and sick room supplies of the very highest quality and in addition he maintains a full line of wall paper, paints, oils, cigars and stationery. These articles are all from well established lines of goods and have borne the test of use for many years.

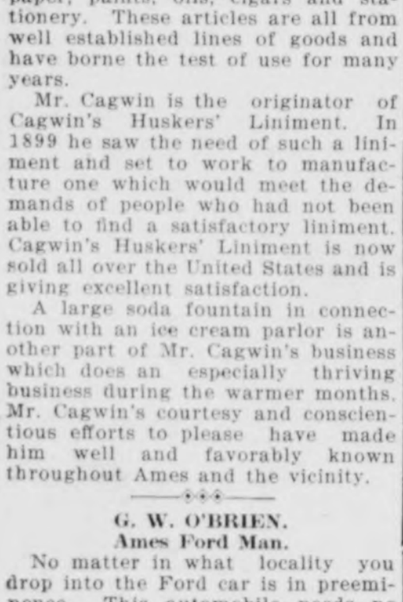
Mr. Cagwin is the originator of Cagwin's Huskers' Liniment. In 1899 he saw the need of such a liniment and set to work to manufacture one which would meet the demands of people who had not been able to find a satisfactory liniment. Cagwin's Huskers' Liniment is now sold all over the United States and is giving excellent satisfaction.

A large soda fountain in connection with an ice cream parlor is another part of Mr. Cagwin's business which does an especially thriving business during the warmer months. Mr. Cagwin's courtesy and conscientious efforts to please have made him well and favorably known throughout Ames and the vicinity.

G. W. O'BRIEN.
Ames Ford Man.

No matter in what locality you drop into the Ford car is in preeminence. This automobile needs no introduction. More than one half of the cars you see are Ford cars. Ford cars are giving satisfactory service to more than one million owners, representing all classes in business and professional life; on the farm and for pleasure it is the "universal car." The facts are plain because the Ford car has a record for efficient performance which speaks for itself. In city and country, through winter and summer, everywhere, it has, through service become almost as thick as the trees along the roadside.

Ford cars have proven their popularity in Ames and Mr. Geo. W.



O'Brien is the Ford salesman in this vicinity. Mr. O'Brien first began in the automobile business in 1908. Upon his return from the coast June 16th, 1911, he began selling Ford cars and has been placing them right and left ever since. During this time he has placed almost three hundred cars in and around Ames. As an automobile dealer of experience Mr. O'Brien deserves especial mention for he is in the auto business longer than any man in Story county.

On account of the unusual large demand for Ford cars each spring it is positively necessary to place an order very early if one wishes to get the use of his car during the summer. Last season Mr. O'Brien could not supply cars fast enough. Many people offered premiums if he would sell them one of the cars which occupied space on his sales floor, but these had already been ordered by other parties, so were unavailable. As a timely suggestion we would advise all people who are contemplating buying a Ford car to get their order in early. The early purchaser will be the man to get the car.

Besides selling the reliable Ford, Mr. O'Brien also handles the Velie, Studebaker and Jeffery. Mr. O'Brien occupies the floor space in one section of L. M. Roberson's garage. He is never too busy to talk over the good points of his cars to you and if you are in the market for an automobile it will be well worth your time and trouble to pay him a visit.

Mr. O'Brien guarantees satisfactory repair service if done at the L. M. Roberson headquarters, the home of the Ford car, and now is the time to place orders for 1916 Ford cars.

AMES FLOUR AND FEED MILL.
Lanning and Lanning.

This mill has been under the name of Lanning for thirty years. At that time the mill was built by the father of the present owners to accommodate the grain and feed trade in and around Ames. Farmers brought their grain to this mill to sell or to have it ground and took in return mill feeds for their stock at home. Three years ago the present owners, C. E. and J. E. Lanning came into possession of the place and the former has been manager since that time.

This firm handles all kinds of grain and feeds. They do a great deal of grinding for farmers about Ames and their output of corn meal is considerable. They ship out a great deal of this to other towns. Another thing which they make a specialty of is poultry feed which is mixed by themselves of corn meal, wheat and oats and sold on the market. Bran, shorts, chop feed, flour, wheat graham, baled hay and straw are other articles which this firm handles. Located as they are in the heart of a rich agricultural community, they play an important part in the farmers' trade. Their mill feeds are sold at reasonable prices and the work that they do in the way of grinding is always satisfactory.

M. F. KNUTS.
Barber Shop.

What is a community without its barber shop to keep the men looking attractive and businesslike? We would be sorry looking plights in a very short time indeed, if we did not keep ourselves properly trimmed and shaved. In this way barbers do their share in keeping the whole community looking civilized.

M. F. Knuts, who conducts a barber shop at 304 Main street, is kept busy continually at his work and could easily use larger quarters if he could secure them. At present he has three chairs which are occupied most of the time.

He has been in Ames for one year, but as a barber he has been in the business elsewhere for a number of years. Previous to his coming here he was located at Polk City, Iowa. He aims to keep his barber shop one which will be of real service to his patrons.

L. K. SANDERS.
Plumbing and Heating.

One of the men actively engaged in the plumbing and heating business of Ames is L. K. Sanders. He has been in this business for a number of years, although in Ames he has been established but two years. Previous to his locating here he was in this business near Galesburg, Illinois, in the town of Knoxville. At his plumbing shop is carried a full line of plumbing fixtures, bath room fixtures and trimmings, and in fact, everything found in an up-to-date plumbing and heating shop. He handles the well known Standard enamel goods, also the Kohler line of goods.

Since coming to Ames he has received his share of this business. Among the recent jobs which he has completed is the plumbing and heating work at the Latuma house, at 2116 Lincoln Way, and in the T. K. E. house on Pike avenue. He also did the plumbing and heating and hot water installation in W. D. Meltzer's new house. Mr. Sanders will spare no pains in making his work permanent and will adjust any mishaps which might result in poor workmanship. His one aim is to give satisfaction in every job which he does. You will find him a pleasant and congenial man to meet and when you have work in the plumbing and heating line, let him give you his figure.

No Needles To Change Instead A Permanent Diamond Stylus

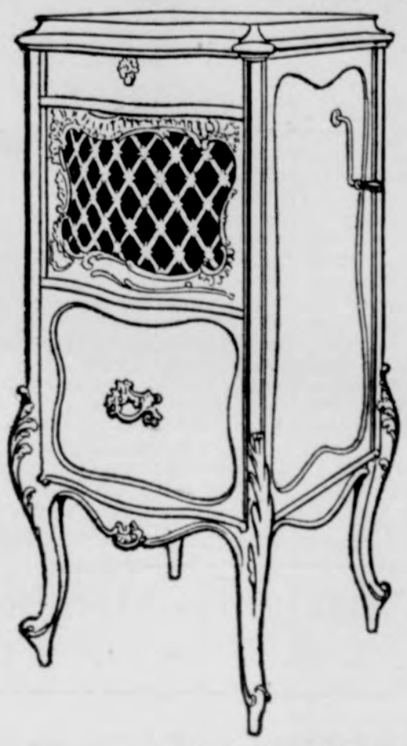
Music Through a Diamond

Mr. Edison's Secret

A Little Money Brings The

NEW EDISON

Diamond Disc to your home---a little more money each month pays for it.



Can

EDISON'S

Re-Creation of Music be distinguished from the Original?

Let us Play some Examples of this Re-Creation for you.

C. R. Quade

417 Main St.

In New Hotel Building About May 1st.

Clothes Well Pressed

SUITS SPONGED AND PRESSED 75c

Make a Man Well Dressed

Many a good dresser you admire—and perhaps envy—is only one of the many enlightened people who now-a-days have their clothes cleaned and pressed regularly.

Watch the next one you happen to know. He does not get half the new suits you imagine he does. But he knows the secret of looking prosperous and well groomed—he keeps the clothes he has in good shape by sending them to be cleaned and pressed every so often.

The few cents spent in this way is really worth more to to you than several new suits. Cleaning and pressing adds to the life of your garment and gives you that appearance and self confidence of being well dressed, that is now-a-days half the battle of success.

Phone 231 and We'll Call

Ames Pantorium

A Particular Place for Particular People

Ames on the Lincoln Highway

One of the first great automobile routes established across the state of Iowa was the Iowa Official Transcontinental, designated about five years ago.

Following the organization of this great route the good roads boosters working out the Lincoln Highway, silently worked their way across the continent, they worked their way back and again made a trip to the west and again back, following all trails and so-called routes. When their announcement was finally made public and the route definitely chosen Ames was found to be "on the map". The Lincoln Highway association, the greatest good roads organization the world ever knew had chosen practically the Official Transcontinental route and from Clinton to Council Bluffs the Lincoln Way followed the one laid down by the first organization. Great was the joy in this city and in every city along the way and much was the chargin in every city off the route. Many efforts were made to have the route changed here and there but Henry B. Joy the great motor car manufacturer anl his associates who had contributed many thousands of dollars and much of his time to the cause said "The shortest and best route from the Atlantic to the Pacific was chosen and it is going to stay as picked out". And it did.

Ames is located at a strategic junction point on this great artery of travel. From this city a most excellent highway runs south to Des Moines and north to the Twin Cities. This highway is destined to carry the greater part of the north and south travel across the United States and places Ames at a junction point of two of the most traveled auto routes in the country.

STYLE SHOP
Bielefeld & Foltz.

As Ames continues to progress, its stores little by little become more specialized. In the Style Shop we find a specialized store. The owners of this place aim to carry everything in ladies wearing apparel.

In order to give better service to the ladies of Ames and the young ladies of Iowa State college they carry only exclusive lines and a person who purchases a garment here may feel certain that no one else will have another just like it. At the Style Shop may be purchased the latest in coats, suits, evening gowns and street dresses. They carry a full line of waists, skirts, petticoats, corsets and accessories. They handle the reliable Modart and Justrite corsets. They maintain an alteration department in which every garment they sell is altered to fit. All of the goods of this store are bought on eastern markets and the latest styles are displayed at all seasons of the year. They have had an attractive display of furs during the season.

The proprietresses, Biefeld and Foltz opened up this shop the first of last March and have been enjoying a steadily increasing patronage ever since. When they first began business at this place they had fixtures put in to suit their needs and their store is one of the most attractive in Ames. Dust proof cabinets built along the side of each wall insure the best keeping of all wearing apparel. It is this kind of a store which is a credit to the city.

DOUGLAS HOTEL.

Believing that cleanliness and courteous treatment will always bring business their way, the management of the Douglas Hotel, although they have been in business in their present location for only fifteen months, already have more trade than they can handle, and their only wish is that they had a larger place in which to entertain their patrons.

Eleven years ago the managers of this hotel started in business down at the old Ames Hotel and conducted that place quite successfully for five years. Then they sold out their business and located in Marshalltown, coming to Ames from that place a little over a year ago. The Douglas hotel has 24 rooms with running water in practically all of them. There are three rooms with bath and their business is conducted on the European plan. Their aim is to give the very best service possible. They have been quick to see when hotel accommodations in a town were poor and have taken advantage of the fact by establishing a hostelry which has acquired a wide and favorable reputation. People who go to this hotel go twice for on a second visit to Ames they remember the good treatment they were accorded at the Douglas and act accordingly. A feature of the service given by this hotel is an attractive writing room for the use of all their visitors, which is located just off the main lobby.

The rapidly increasing patronage of this hotel is well deserved and their success is bound to continue.

OCHAMPAUGH & CHILSON.
Plumbing and Heating.

With the continuous improvements, such as Ames is now making, the plumbing and heating business plays a very important part. In every building which is completed now days, the most modern fixtures are installed, and Ochampaugh and Chilson are ready to perform the best of service in plumbing and heating work.

This firm has just moved into a new location and is enlarging its stock and improving its store in every way. When they were located under the Commercial Bank they were so crowded for quarters that they were unable to carry a very large stock and often had to turn down a job on that account. But in their present quarters, they handle everything in the plumbing line and no job is too large for them to undertake. They carry the Standard line of enamel ware.

Mr. Ochampaugh has been in business at Ames for twelve years. Mr. Chilson was recently taken in as a partner. Both men are experienced in plumbing and heating and all their work is strictly guaranteed. Their new shop at 136 Main street, is a first class plumbing and heating store in every sense of the word.

THOMPSON REAL ESTATE COMPANY.

In a progressive community like Ames, where commercial activities are in evidence on every hand, the real estate business plays an important part in every day business life. The first thing we consider in judging a real estate company is the reliability of the firm. The Thompson Real Estate Office has long enjoyed an excellent reputation in this respect and is, perhaps, the most progressive real estate office in Ames.

This concern has made a specialty of handling additions to the town, they have recently handled the College Heights addition of 146 lots, the Lincoln Place addition of 68 lots, and the Riverside addition of 24 lots and 13 acres. The three above mentioned additions were installed with sewer and other modern conveniences and nearly all of the lots have been sold. Houses are rapidly springing up on every side. Besides handling local property this concern handles farm lands in southern Minnesota, western and northeastern Iowa. They trade and sell and deal in all things which pertain to the real estate business.

Tom Thompson, the senior member of the firm, has been actively engaged in the real estate business in Ames for the past fifteen years. He is connected with the commercial interests of the city, and has filled the mayor's chair two terms. He was appointed poormaster of Ames through the board of supervisors recently and has always been prominently connected politically.

W. A. Thompson, jnuior member of the firm, is also well known throughout this vicinity. For nine years he was the station master, better known as train caller for the Northwestern, at Ames. He is one of the youngest real estate men in this vicinity and handles the active outside business for the firm. It is on account of the fact that both of these men are so well known that this firm enjoys such a large part of the real estate business of this vicinity. For conservative advice, which is unprejudiced, the Thompson Real Estate Office is the place that you may depend upon.

E. C. SAWYER
Real Estate.

There is probably no other city in the state of Iowa that has enjoyed such a rapid and healthy growth during the past few years as has Ames. Not only is this true in the business district but in the residential sections as well. Real estate men have been kept busy with transactions of every description. One actively engaged in the real estate business in Ames and who has received a considerable portion of this business of late is E. C. Sawyer. Mr. Sawyer has both city property and farm land for sale and has some choice lands in northern Iowa, Minnesota and Canada. At present he has a proposition on Louisiana lands which is sure to interest you. Exchanges at this real estate office are a specialty and Mr. Sawyer can fix you up in almost any kind of a deal.

E. C. Sawyer has been a resident of Ames for the past six years and for the past two years has been in the real estate business. Previous to that time he was in the meat market which was then known as Gamrath and Sawyer. If you have any property to sell or any intentions of buying lots in the city it will be well worth your while to call upon Mr. Sawyer and look over his line of city lots.

F. J. OLSON & SON.

Mr. F. J. Olson is one of our pioneer business men, having been here for twenty years. When Mr. Olson first came to Ames it only had 2,000 inhabitants. At that time there were enrolled at Iowa State College only 453 students. Little by little Mr. Olson developed his business from a very small beginning to one of the most important enterprises of Ames. His first store was located in the old frame building which formerly occupied the site where the Ames National Bank building now stands.

His business in this place grew steadily and advanced degree by degree until in 1911 Mr. Olson determined to build his own building.

The magnificent concrete structure on West Main street is the result. This building was constructed at a cost of $18,000. It is 48x100 feet and is built entirely of concrete, making it fire proof as well as permanent. Mr. Olsons' businesses occupy the basement and main floor of this building. The upstairs has been leased for a number of years by the Tilden Pennant factory. The east half of the main floor is devoted entirely to Mr. Olson's flower and seed business, which he takes personal charge of, and the west half is occupied by the Ames Cafe, which is managed by George Olson.

The flower store is one of the best to be found in the state of Iowa. Everything in the plant line is carried here. House plants, nursery stock, seeds, vegetables and cut flowers in the main make up the stock. Everything that goes with the flower business, such as vases, wire frames for wreaths, baskets and artificial trimmings are handled. In fact, anything that one could expect to find in an up-to-date flower store may be purchased at this place. Mr. Olson raises a fine line of flowers and can supply your wants for every occasion, whether it be a social function, banquet or wedding. The wreaths which Mr. Olson prepares for funerals will be made to order and at a price which will please you. Mr. Olson can sell to you at his store for $5.00 what will cost you $15.00 in Des Moines. All the flowers sold here are supplied by Mr. Olson's own green house. This is located near his residence, just west of the college campus. A station has been established near this place by the street car company, which has become known as Olsonville. It is therefore very convenient to reach. The green houses proper are built under 15,000 square feet of glass. All are heated by steam, which is furnished by two boilers.

AMES CAFE.

The Ames Cafe, which occupies the west half of the Olson block, is one of the best cafes in the city. Both meals and short orders are served here. It has an attractive and spacious interior and seventy-five people can be seated comfortably at one time. A short time ago the interior was remodeled and a lunch room installed. A partition was put up between the lunch counter and the dining room, so that each is separate from the other. The kitchen is large enough so that the principles of sanitation can be strictly observed. It is the pride of the management to have cleanliness throughout. George Olson, son of F. J. Olson, is the active manager of the restaurant and he has been very successful in maintaining a very up-to-date place.

As long as Mr. Olson has been connected in the business circles of Ames, he has always shown it to be his first desire to please. On account of this he has met with steadily increasing success and is a person who always has his eyes open for future opportunities.

PREPAREDNESS

Is the Main Question Now,

But We are Not Talking of War

Discs, Plows, Cultivators Etc., Should be Ready When Spring Comes

We Do It When You Want and How You Want It

Load Them on and Bring them to Us Now

Woodwork of All Kinds

Wheels cut down, new boxes built, new tongues made, old ones fixed and in fact everything in the woodwork line.

We have the tools to do this easy and quick.

Horse Shoeing

We Do That Too

Just the way you want your horses shod, no red tape and fancy crooks to pay for. Just good common sense horseshoeing that will make your horse glad you came here. We don't claim to put new legs on your horse. We just shoe them as good as any one can do in Story county. Try us and see.

General Blacksmith

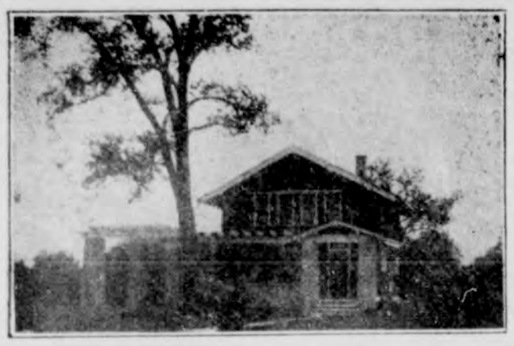
Blacksmithing that is Second to None

That is what we do. We have the best equipped shop in Story county for doing this work easy and quick. We have plenty of iron, chains, bolts and everything that goes in a general blacksmithing shop. You can't miss it if you bring all this work to us.

W. L. ALLAN,

Just Across from the Elevator

Some Typical Ames Residences

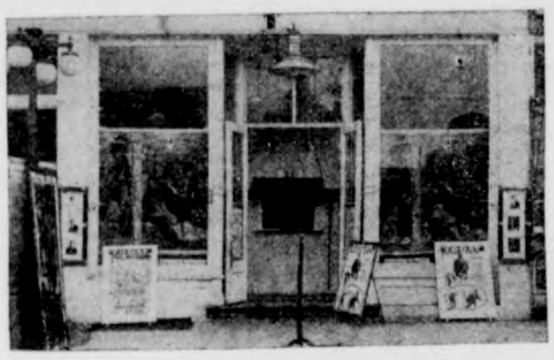


TWIN STAR THEATER.

On May 1st, 1913, Joe, Ada and Della Gerbracht took over the building and the business which is now the popular and well known Twin Star Moving Picture house. Starting with practically nothing, these ambitious and enterprising young people have built up their business until they run a capacity house every night and have come to bear the reputation of giving only the most courteous treatment and the best of service through their pictures to the people of Ames. It has ever been their aim to treat every one alike, rich or poor, and to provide entertainment of a high class and clean character for the picture loving residents of the community.

Moving pictures are not a novelty because they please a large class of people and when the management of a theater such as the Twin Star pleases so many as they do, it is a good indication that their ability to get the very best pictures is unquestioned.

Universal pictures, which are



made in the midst of the scenery of California, and in the great studios of the east, form the nucleus of the Twin Star picture programs. And it is largely due to the excellent films secured from this company that the theater has acquired its present patronage. About a week ago a new series of pictures was started by the management. These are put out by the Metro Company and they feature such well known stars as Francis X. Bushman, Mary Miles Minter, Beverly Bayne, William Faversham, Ethel Barrymore and others. On Mondays Fox and Bluebird films are run and two of the stars appearing in the former are William Farnum and Theda Barra, who need little introduction to the people who follow events in moving picture history. On Friday the Red Feather films form the main attraction and the balance of the week is given over to the Universal program. "Graft," a well known serial film, is now being run every Tuesday, with splendid success at the Twin Star.

The theater itself seats 325 people conveniently. It is well ventilated by means of an exhaust fan which changes the air in the theater every few minutes. The place is deodorized daily with Sanozone, which means that the danger from foul air and disease germs is reduced to the minimum. A picture machine that is the best on the market, is used by this house and run by a union operator, who is a man of many years experience. A $1,500.00 Wurlitzer twenty-two piece orchestra was installed in the theater shortly after the present managers of the house took over the place. The large exits which are provided, remove all danger from the fire source.

During the coming summer a new building will be erected for the accommodation of the Twin Star Theater. This will be located west of the new Ames hotel and in the same block. It was necessary to plan for this building in order to accommodate the increasing business and it will have a seating capacity of 850. It will be modern in every respect and convenience for patrons will be one of the things especially emphasized in its construction. The same high class character of programs will be continued and the managers hope to be installed in their new location some time next fall. All the way through the growth of the business of the Twin Star there has been the underlying factor of good advertising and some of the clever and original stunts that they have conceived have been instrumental in bringing business to their doors. The keynote of the management is courtesy, and this they believe has been largely responsible for their wonderful success in the moving picture business. Their judgment in securing attractions that appeal to the local people has proven to be an important factor in their success, and they will receive the hearty support of Ames people and of the college community in their new location.

EDWARDS COAL AND ICE COMPANY.

To serve the people of the fourth ward and of Ames has been Mr. Edwards' aim to that end he has developed his present prosperous business in the fuel and ice. Six and one-half years ago Mr. Edwards became the sole manager of the company and since that time his reputation for square dealing has become well known throughout the community. The motto of the company is quality, service and full weight.

Seven teams are required to handle the extensive delivery business of this company and delivery is made to all parts of the fourth ward and to Ames. The delivery teams that this company use are the best in the state, Mr. Edwards being a lover of good horses and good delivery equipment. Right now the coal business is demanding most of their attention and in addition to private trade their club and fraternity business has developed to one of considerable proportions. This is the only coal firm around Ames which has its own delivery system. In summer time they deliver ice only in West Ames, having the exclusive right to all the territory west of Squaw Creek.

Among the brands of coal that they handle are the Purity from southern Illinois, the Boone Block, which is the best Iowa coal and high grade Kentucky and Virginia hard coal. These coals have given complete satisfaction to users and this is the factor that has been largely responsible for the company's prosperous condition.

Mr. Edwards' son has recently entered the office to assist in the management, in order to help take care of the increased business.

R. E. JEANSON.
The Varsity Shop.

Two months ago Mr. Jeanson began business in Ames and has established a store which is thoroughly equipped with sporting goods and athletic goods of every description. This is the only store of its nature in Ames and it is already proving to be very popular, not only with the city trade, but with the college people as well. At present Mr. Jeanson occupies space in the Bush Hubbard Garage, but as soon as the new hotel is completed he will move his stock into the store located between the cafe and entrance to the lobby.

The sporting goods which Mr. Jeanson carries are first class in every way. He aims to keep this line complete. Everything in the way of ammunition, guns, hunting coats and hunting supplies may be purchased here. This establishment is at present offering a handsome trophy to the Ames Gun Club for competitive shooting.

In addition to the sporting goods he also has a full line of magazines periodicals and daily papers. Jeansen, better known as "Jobby," captained the Ames Cyclones in '06, when they defeated Nebraska and Iowa, as well as all the lesser colleges. He also was a varsity baseball and track man. He has met with very satisfactory success considering the short time he has been in business here.

PURE FOOD STORE.
J. & R. McDowell.

Three years ago the first of January, the Pure Food Store was taken over by Messrs. McDowell with the idea of giving Ames people meats, groceries and bakery goods that would truly establish the name and good reputation of a true pure food store. People appreciate cleanliness and a conscientious effort to serve the best of goods in a satisfactory style, and that the effort of the proprietors of this enterprise has not been in vain is proven by the large and increasing patronage of the store.

All the meats that are sold over the counters of the Pure Food store are government inspected and of the very best quality. Most of the meat comes from Morris & Company, at Omaha, although some is bought on the eastern markets. The fresh meat is kept in sanitary, dust proof cases until sold and the cured meat is wrapped in attractive packages.

In the grocery line the Pure Food Store handles the Wilson Royal Arms brand of canned goods, which is well known to Ames people as a brand of high quality which gives uniform satisfaction. This brand comes from Peoria, Illinois,, and includes canned fruit and vegetables of all kinds. The store sells two brands of flour, the Seal of Minnesota and the Ardee, both of which rank among the best.

From 800 to 1,000 loaves of "Butter Krust" bread is baked a day and disposed of to the retail trade. An electric bread mixer is used and two professional bakers are employed. The bakery is located in the same building with the rest of the store. Cakes, pies, cookies and bakery goods of every description are made fresh every day and have secured a very exclusive trade among people who want the best there is in that line.

The arrangement of the store itself is most attractive and shopping here is a pleasure. One can easily see what he wants and is served promptly by courteous clerks. This business will undoubtedly enjoy a wonderful period of growth and prosperity during the coming year.

CITY MEAT MARKET.
Chris Sorenson.

A very attractive and sanitary place of business in Ames is the City Meat Market, owned by Mr. Sorenson. Twenty-five years ago the present owner started in business on a partnership basis, but during the last six years he has owned the entire business and has conducted it along lines that have met with exceptional favor among his large list of customers. People appreciate sanitary methods and a true effort to please, and by these methods, Mr. Sorenson has built up his present business.

It is the aim of the proprietor to handle all kinds of meats, both fresh and cured and in addition fish and oysters and poultry. All the meats sold at this market are packing house inspected. A considerable part of it comes from Omaha and the well known brands of the Swift, Armour and Morris companies are sold over the counter. These goods are attractively put up and appeal to the person who is a careful buyer of meat. Sanitary cases are provided in the shop in which the meat is kept until it is sold, so that dust and germs have little opportunity to contaminate it before it reaches the tamily table. Everything is kept strictly in accordance with the pure food law. It has been the constant aim of Mr. Sorenson to keep everything as attractive as possible and that his efforts have been appreciated is evidenced by his ever increasing patronage.

Pickles, both sour and dill, olives, condensed milk and mince meat in bulk or in jars, are a few of the other specialties that this market handles.

Turn that surplus furniture into cash. A Times for sale ad will do it.

ISC AHS

Ames Shining Parlor

First Class Shines for Ladies and Gentlemen

HATS

Cleaned and Blocked

All Work Guaranteed

Steve Panagopoulos

Next Door to Ames Hotel

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INDUSTRIAL EDITIONS SIMILIAR TO THIS

WRITTEN and FINANCED

Real Circulation and Advertising Builders

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For further particulars write

V. L. Rushfeldt, 2116 Lincoln Way, Ames, Ia.
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Minneapolis, Minn.

Banner Incubator

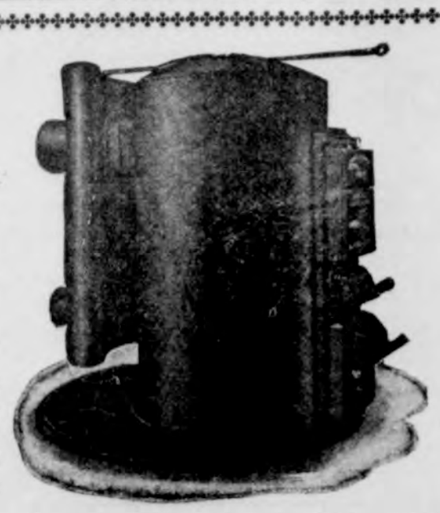
is made of California Red Wood, and will more successfully withstand all atmospheric changes without danger of shrinking or swelling than any other wood.

The Banner is built double throughout—has a complete inner as well as outer case and the space between such case is insulated with felt paper asbestos and fireproof granite wool.

On the inside bottom is a large moisture pan filled with sand. The sand should be kept wet all the time which insures perfect moisture.

The heater is so constructed that no lamp fumes or gases can in any way enter the incubator chamber—all the air that does enter and which is warmed to the proper degree, in passing through the heater is as pure and healthy as the air in the room where you have the machine in operation.

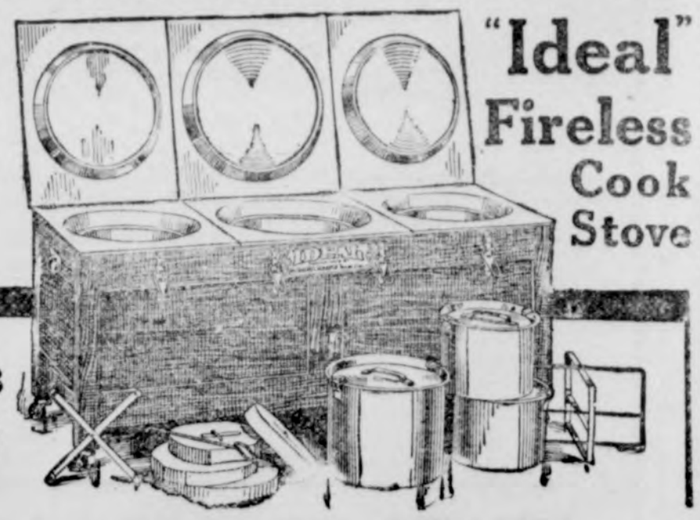
We also have the "Old Trusty". Our price is same as factory price.



For twenty years now, Lennox Torrid Zone steel furnaces have been revolutionizing the furnace business, until today the Lennox Company makes more all steel furnaces than any other company in the world and its furnaces are sold in almost every county from Pittsburg to San Francisco and from the Gulf of Mexico to the Canadian Northwest, where none but the most powerful heaters can battle with a northern winter. There must be a reason and we will be glad to show you the reasons backed up by life size samples on our floor. You are not buying from a catalogue but can see the goods which we deliver

Carr Hardware Co.

Made in One Two and Three Compartments TEN SIZES



No. 13 Style "A"

"Ideal" Fireless Cook Stove

The time has come when every family should own an "IDEAL" because it saves money, time and labor, and gives increased comfort, more nutritious cooking, BETTER FOOD.

Our line of builders hardware, paints, oils, varnish, lead oil, glass, has been increased and we can supply your wants in all material needed to build a modern home.

House Furnishings, Complete Line Aluminum Ware, Granite Ware, Copper, Nickelplated Ware. In fact we can furnish all material to complete a modern residence.

Some Typical Ames Residences

W. H. JAMESON.
Clothing.

Although not one of the oldest stores in town, having been operated for only eight years, the one that is owned by Mr. W. H. Jameson has become extremely well known to Ames people for the quality of its goods and prompt service. Mr. Jameson has demonstrated his ability as a good business man by the increase in size of his present business and also by the fact that he is opening a branch store out near the college campus to better serve the wants of the students of Iowa State College and the people of the fourth ward.

The famous Hart, Schaffner & Marx, and Society brands of men's clothes need no introduction to Ames people, because there is scarcely a townsman who has not at some time or another worn one of these brands and found it fully reliable and satisfactory. Emery shirts, Superior underwear, Interwoven hosiery and Packard shoes are lines of men's furnishings which Mr. Jameson has found to be popular with his customers. His shoe department, although small, contains an assortment from which anyone can secure a satisfactory fit.

Mr. Jameson's store is well equipped with Grand Rapids hat and cap cases, to show his goods to the best advantage. He carries suit cases, trunks and bags to satisfy the retail trade, but does not push any particular brand, feeling that it is more desirable to buy goods wherever the best values can be secured.

William Flint, the well known tailor, is in charge of Mr. Jameson's repair department and is prepared, both by experience and with equipment, to do every kind of cleaning, repairing and pressing.

Mr. Jameson's new store is to be a veritable model in the way of equipment and up-to-dateness. It will be furnished throughout with Welch cabinets, which will be finished in grey, giving the store a distinctive appearance not usually seen in an establishment of its kind. A similar line of goods to that now carried by the down town store will be kept in stock at the new location. Mr. James Stevens of Maquoketa, Iowa, has been secured to manage the store. He is an experienced man and patrons of the new fourth ward store will be assured of the very best treatment and service.

Mr. Jameson's ability to expand is right in line with the progressive spirit of Ames, and his new enterprise will receive the hearty support of his many friends.

JUDISCH BROTHERS.
Drugs.

A store that can serve a great need in a community is a drug store which is conducted in an up-to-date and first class manner. It is there that people go when they want pure drugs for home use or when they want to get doctors' prescriptions filled. Twenty-two years ago the Judisch Brothers store was started in the same location as at present and with the same firm name. George Judisch has been the constant manager of the store.

Drugs of the purest kind and druggists' sundries of every description are kept at this place. Under sundries comes toilet articles, surgical supplies, wall paper stationery, books, paints, school supplies, and all articles usually found in a high grade pharmacy. Their business motto is good service and that they have lived up to it is evident by the prosperity which they now enjoy. Their store is one of the neatest and best arranged in the city and it is a pleasure to shop there. Their long suit is the filling of prescriptions and they attend to this part of their business with great care. Mistakes are not made at this store. School supplies of every description are here for the need of the college or high school student. They are able to get text books on short notice and their line of tablets, stationery and note paper is complete. Their business success is indeed well deserved.

IOWA CAFE.
Green and Roll, Props.

Perhaps one of the busiest lunch rooms in town is the Iowa Cafe. So popular is the place that at meal time it is filled to its utmost capacity. The meals and short orders served up here are tasty and appetizing. It is the wish of the management that all meals and lunches be served up with as much variety as possible, because every one realizes that this is the main fault with the average restaurant. No complaints are made along this line, however, at the Iowa Cafe.

The interior is neat and attractive throughout, with marble top tables as well as the marble counter. The seating capacity is twenty-two at the tables and about twelve at the counter. Four people are kept busily employed at this restaurant the whole day and at meal time three students aid in the work.

Green and Roll, who are the proprietors of the Iowa Cafe, have been in business in Ames for the past eight years. They have occupied their present location for four years and previous to that time Mr. Green was in the building now occupied by Gus Martin's clothing store. The aim of the Iowa Cafe is to serve up a tasty meal as promptly as possible and at a reasonable price.

J. J. GROVE.
Groceries.

The oldest grocery store in town is that owned by Mr. J. J. Grove. In 1889, twenty-seven years ago, Mr. Grove started his present business, and he has seen the town grow from a village of eleven hundred to its present size. He has been connected with the town in a business way for thirty-seven years.

This store was established as a quality store, "quality, service and satisfaction," having been made the slogan of the establishment. The aim of Mr. Grove has been to give the public the best food at moderate prices and to give them always the best service for their table. The special brands of goods which are handled at this store are the well known Monarch and Briardale brands. The latter brand of goods is one in which Mr. Grove is particularly interested because of his connection with the Grocers' Wholesale Co., at Des Moines, which puts out this line of goods.

Mr. Grove is well known, not only through his local business, but through his connection with outside interests in business. He helped organize the Grocers' Wholesale Company, of Des Moines, four years ago and has played an important part in its success. He is also president of the Retail Merchants Mutual Fire Insurance Association and helped to organize it sixteen years ago. This association has its headquarters in Des Moines and its field extends over the whole state of Iowa, and due to its protective influence merchants in every town of Iowa have been benefited to a considerable extent.

Mr. Grove has seen his present business grow from a very small start. He employs six clerks at the present time and his business is by no means a small one.

C. R. QUADE.
Photographer.

Not satisfied with his job of running the Northwestern lunch room, which position Mr. Quade held for twenty-two years, starting in 1887, he launched out into the photography business in 1900, and has since built up a good business.

Mr. Quade's work is principally with the college students and faculty. With the exception of one year, 1909, he has done all the photograph work for the Bomb, the college annual, for thirteen consecutive years. That year another photographer got the job, but the next year it came back to Mr. Quade and has stayed with him ever since. While the Bomb work occupies practically all of Mr. Quade's time during the winter months, he loes a great deal of individual work outside of this, and the quality of his work leaves little to be said about it, except in way of commendation.

Mr. Quade will open up an exclusive Edison Shop in the new hotel building when it is opened early in the spring and will move his present stock of Edison phonographs and records to that location. He will have a splendid opportunity there to cater to the public, and his business will undoubtedly be a rapid growing one.

C. B. NELSON.
Electric Shop.

Electricity is an indispensible requisite in every modern home. Not only electric lighting, but electric power for running washing machines, electric fans, electric irons, electric heating devices, etc. At the Nelson electric store a very complete line of electric goods is kept on display. Besides handling electric goods for the retail store, Mr. Nelson does a large business in the house wiring line and electric contracts of all kinds.

He has done practically all the large electric wiring for Story City and at that place he wired the fireproof hospital, the old folks' home, the hotel, the opera house, bank building, and put in all the street lights there. He built a transmission line five and one-half miles long at Story City and also north of Ames he built three miles of transmission for the North Star Electric Co.

He is specialized in installing electroliers for cities. Among some of the towns which he has equipped with these are Ames, Sac City, Onawa, Oakland, Independence, Monticello, Toledo and other cities throughout the state. He employs at least four men the year round to handle his contracts and has just recently received the contract for wiring the new hospital which will be erected on Douglas, between Eleventh and Twelfth streets.

Mr. Nelson first started in business at Ames in the basement of Keigley's restaurant. He moved from there into the Spring building and then across the street into Kooser's building, now occupied by the motorcycle shop. In 1913 he moved into his present quarters. Besides conducting an electric shop at Ames, he also owns one at Carroll, Iowa. Recently he was obliged to move to Carroll to take charge of this store and has left E. F. Wressell in charge of the Ames branch. Mr. Wressell has been with Mr. Nelson since 1911 and thoroughly understands every part of the work. He will give your wants his personal attention.

JEANETTE FRANKS.
Millinery Store.

The first of January, Jeanette Franks bought out the millinery store of Miss Pike. This millinery store has been established in Ames for the past ten years, and during that time has become very well known. At present the store is being remodeled throughout. A new ceiling is being installed and the interior fixtures are being rebuilt and refinished. Miss Franks expects to make this an attractive millinery store.

Here are carried exclusive lines of tailored hats such as the Gage, and Phipps. The latter is an eastern hat and is becoming very popular throughout this section. Besides the hats, both trimmed and untrimmed, a complete line of seasonable millinery is carried here. No matter what your tastes may be, you may procure the exact color or shade at Jeanette Franks' millinery store.

Insurance at Home

The Iowa Implement Mutual Insurance Association, Nevada, Ia.

Fire, Lightning and Tornado Insurance

The Profits Returned to You

$80,000 in Dividends. Join Us and Get Your Share

$6,500,000 In Force

Why send your money away when you can get good indemnity at home.

D. M. GROVE, Secretary
Nevada, Iowa

F. E. KOOSER, Agent, Ames, Ia

Tear off the Coupon

I would like Insurance

on _____

about _____ *[Date]* _____

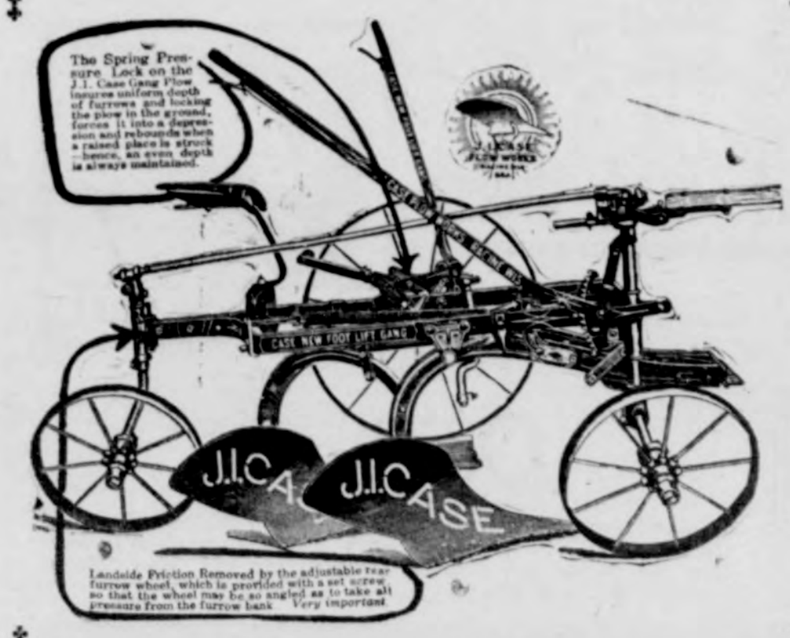
Name _____

P. O. _____

Loughran Machine Co.

AMES AND GILBERT

Our spring stock is coming in now. Several cars are already unloaded and we are proud of the goods we have to offer the farmers this spring.


The Spring Pressure Lock on the J. I. Case Gang Plow insures uniform depth of furrows and locking the plow in the ground, forces it into a depression and rebounds when a raised place is struck—hence, an even depth is always maintained.
CASE NEW FOOT LIFT GANG
J.I.CASE
J.I.CASE
Landside Friction Removed by the adjustable rear furrow wheel, which is provided with a set screw, so that the wheel may be so angled as to take all pressure from the furrow bank Very important

The old reliable lines of machinery are here again

John Deere, International,

J. I. Case, Rock Island and Emerson

Also the De Laval Cream Separators

The Rexall Store

...SEE US FOR...

Pure Drugs, Wall Paper, Paints and Oils

Our Rexall Stationery Will Appeal to You

We have a full line of

RUBBER GOODS

The Best on the Market

Come in and see our line of

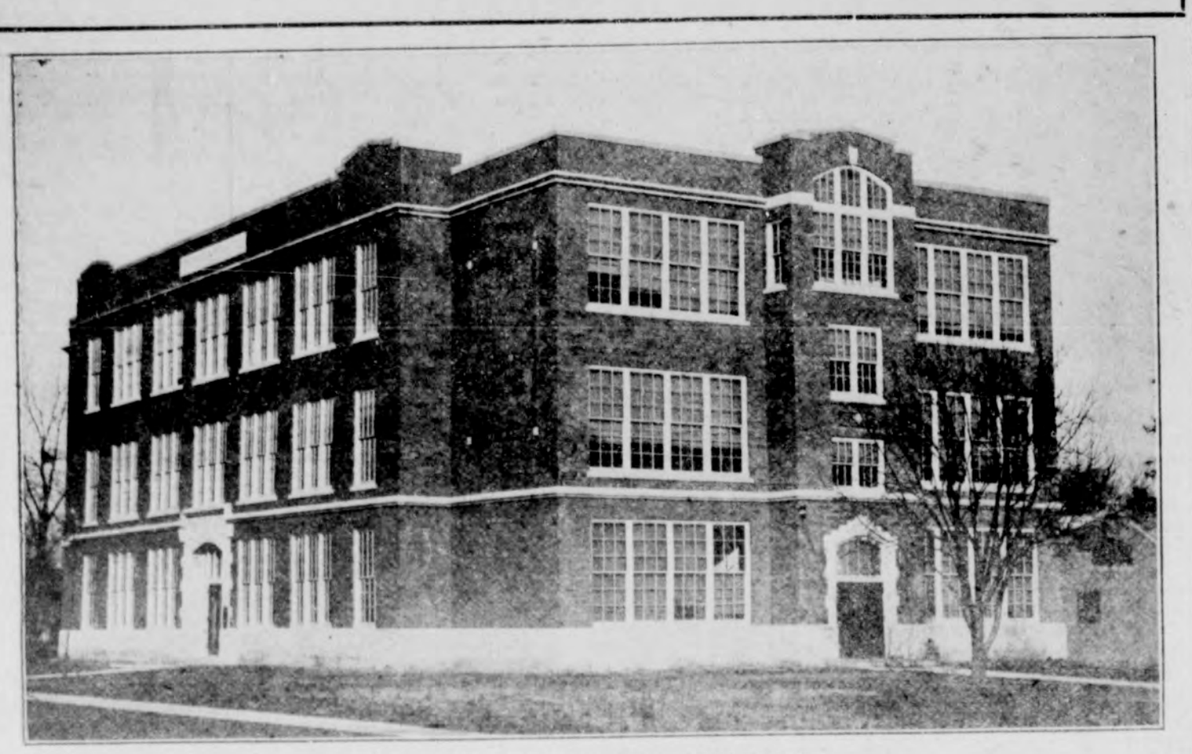
Brushes & Toilet Articles

Before you buy elsewhere

T. J. Loughran

The Rexall Store

Ames Public Schools of High Order



AMES' $85,000 HIGH SCHOOL BUILDIN G.

Ames with a total enrollment of 383 high school students is called upon to meet one of the most difficult problems of higher education that confronts any town in the state. Other Iowa cities with three times the population that Ames enjoys, have a smaller high school enrollment and maintain equipment far less expensive than that which the local school is required to maintain.

The new Ames high school representing an investment of $85,000 and now in use for its fourth year, is conceded to be a highly satisfactory solution to the problems confronting the high school authorities of a college town. Four courses are offered, Language, Science, English, Commercial and Normal training. Under the supervision of Superintendent F. W. Hicks and Principal A. F. Caldwell, an instruction force of twenty-one teachers is maintained, but already the need of more room and additional teachers is felt.

Laboratory equipment of the new building represents the last word in preparatory school furnishing. Manual training courses offer instruction in bench work, mechanical drawing, and machine work with lathes, saw and jointer. Home economics quarters are equipped with individual tables, stoves, gas ranges and hot and cold water. Cutting tables and sewing machines are provided in the sewing rooms, while the commercial department is equipped with steel commercial desks and modern typewriters.

Excellent facilities for physical training are furnished in the new gymnasium with its apparatus for light gymnastics, and showers and locker rooms for both girls and boys. An auditorium with a seating capacity of 630 serves as a community center for lecture courses and various local meetings.

A feature of the science course is the agricultural training received in the second year. The science laboratories are used, with additional equipment furnished by the college in the form of live stock for judging classes. Biology, agriculture, chemistry and physics are offered in the first, second, third and fourth years, respectively.

Four elementary schools are embraced in the grade school system. The total enrollment of 774 pupils is divided among the four schools as follows: Beardshear, 114; Central, 315; Lincoln, 150; Welch, 195. Overcrowded conditions are found in all the Ames elementary schools. Recent additions to the Welch school instead of relieving congestion have merely provided for the increased enrollment. A unique feature of the elementary training is the physical education carried on through all the grades and continued in high school. Physical examination is required of all grade pupils, the home is inspected for any sanitary defects and physicians are advised where their services are needed. In addition corrective and outdoor work is maintained, and both girls and boys in high school are permitted to elect gymnasium work with classes meeting twice a week.

Coming Monday, February 14.

Theda Bara

Leading Woman of the Theatre Antoine Paris and Star in "A Fool There Was" with Wm. E. Shay and an all star cast.

Presented by William Fox in a Photoplay Superb

"The Clemenceau Case"

A Drama that will Live Forever. Strikes Deep to the Elemental Passions of Man and Woman. "A Magnificent Production that Scorches Like Living Flames" —New York Press.

Continuous afer 2:00. Adults 20c. Children 5c.
High School Pupils Matinee 10c

TWIN STAR THEATRE

C. E. HAVERLY

For a good number of years Mr. C. E. Haverly has been prominently engaged in various municipal positions. At present he has a real estate office at 132½ Main street. For four years he was postmaster at Ames and at present is Justice of the Peace and Notary Public.

Although he does not claim to be actively interested in real estate business to a large extent he still does a large share of work in this line. His main duties however, are as Justice of the Peace. He has a list of both city and farm property and has some very good propositions outside of Story county also. He deals in southern Minnesota land and has control of several choice farms in North Dakota and in the south he can offer you land for sale in Louisiana.

As long as Mr. Haverly has been a resident of Ames he has been known for his honesty and integrity. No matter what kind of a business transaction you have if you deal with Mr. Haverly you will be treated fairly.

AMES CANDY KITCHEN.

Everyone about Ames has heard the familiar expression, "Let George Do It," and have gradually come to connect up this slogan with George's shining parlor on Main street. George has done it. Not being satisfied with the small business of a shoe shining parlor, he has stepped into a large field and is now the manager of the Ames Candy Kitchen. The other businesses, namely, George's shining parlor and the Ames shining parlor, have been sold out. So, from now on, he will give his undivided attention to his new venture. Besides George Kolian, there are two other partners in the Ames Candy Kitchen, L. Munsinger and George Gataganop, the latter having become a partner only about a month ago. They are remodeling the Candy Kitchen, thoroughly and are installing new fixtures throughout. They expect to have one of the most attractive candy kitchens in the state of Iowa. They are spending $1,600.00 for a new soda fountain and recently invested $1,000.00 in an electric orchestra. In all, they will probably invest about $4,000.00 in improving the shop.

They carry a fine line of home made candies, fruits and candied fruits. They have machinery for making their own carbonated water for their fountain. Their ice cream parlor will seat sixty people comfortably. In this parlor they aim to give the best service possible.

Mr. Kolian is more commonly known by the people of Ames as George, and by his rapid advances since beginning business here only a few years ago, he has proven himself to be a very proficient business man.

SANITARY BAKERY AND RESTAURANT.

On the corner of Kellogg and Main is one of the most up-to-date bakeries and restaurants in this section of the state. This place was established four years ago by L. F. Keigley. It has gradually grown and expanded until now the working force is pushed to the limit to supply the wants in their line. Everything in bakery goods is made here. They specialize in fine bread and pastry goods. They have the largest bakery capacity in Ames and four people are kept busily employed the year round.

In their restaurant they serve both meals and short orders and on account of the home made pastry and bakery goods they serve here, it has become very popular, with not only the local people of Ames, but with transients as well. This place is open from five o'clock in the morning until eight o'clock at night. Here is carried a fine line of candies, confectionery, cigars, tobaccos, fruits and a line of grocery canned goods.

Sanitation is the first consideration and when you eat a meal at Keigley's restaurant, you eat one of the best twenty-five cent meals in the state of Iowa. Previous to his opening up the bakery and restaurant here, Mr. Keigley was in business at Madrid, Iowa, for twenty-six years. Since coming to Ames, he has been very successful and has built up a business to be proud of. This is mainly due to the fact that he gives his personal and undivided attention to his business.

LITTLE BROS.
Real Estate and Insurance.

The firm of Little Bros., which deals in real estate and insurance has been established in Ames for the past fifteen years. The members of this concern have always been residents here. They do a large business in real estate and insurance, having a very complete list of desirable city property and representing some of the most reliable insurance companies known.

They have made a specialty in recent years of handling property surrounding the college, as well as down town property. They have propositions to offer, no matter whether you desire a vacant acreage, modern dwelling, club house, or mercantile building. They will either buy, sell, exchange or trade. They have farm lands for sale.

Among some of the best known insurance companies whom they represent are the Hartford of Connecticutt, Liverpool, London and Globe, The Westchester of New York, Queen, Pennsylvania of Philadelphia. They also write workmen's compensation and accident insurance. In fact, they handle anything from fire and lightning to cyclone and tornado insurance. For business appointments along this line call phone 196.

In the year 1913 Little Bros. erected the building which they occupy at 322 on Main street. It is one of the handsome buildings of Ames. Both members of this firm are known for their public spiritedness and always lend their shoulders toward any boosting movement for Ames.

J. CODER.
Real Estate.

At the present time real estate is changing hands almost as fast as the Almighty Dollar. People are moving to and fro and with this change of residence comes the call for real estate men. It is through real estate men that we are enabled to sell property without acting as the active salesman. This proves a great convenience for people whose business occupies their entire time. J. Coder, Real Estate Dealer, of Ames, handles a considerable portion of the real estate transactions in Ames and Story County. He deals in city property and also farm lands.

No matter which direction a man may wish to go, Mr. Coder has just the piece of property you are looking for, whether it be in Iowa, Minnesota, Wisconsin, Colorado, Texas, Oklahoma or Kansas. He is well known to real estate men in our community, in spite of the fact that he has only been established since October 1st, 1914. In all his transactions he aims to give a square deal and treats every man equal.

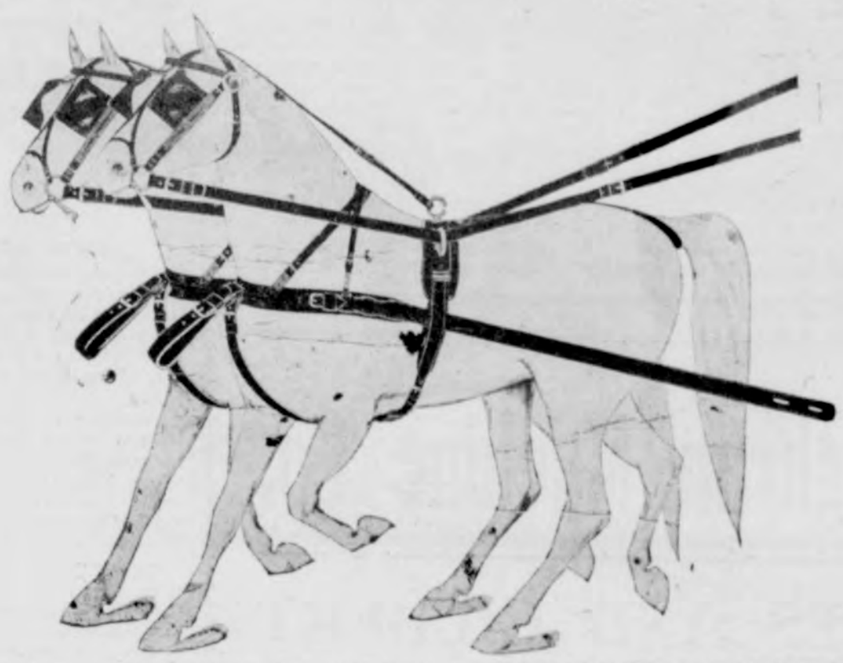
Times' want-ads bring results.

D. E. PARSONS.
Harness Shop.

Call it a harness and then go to Parsons' harness shop and let him manufacture it for you. At this harness shop nearly all the goods are hand made and on account of this, only the most reliable work is turned out. Mr. Parsons has been in the harness business in Ames for eleven years and conducts an up-to-date harness shop in every way. Two and a half years ago he moved into the new building which was constructed on the site which the old frame building formerly occupied.

Besides the handling of harness his shop aims to keep a full line of everything in harness goods and trimmings. He sells saddles, suit cases, trunks, grips and robes. He has a full line of leather and fur lined mittens, which are just the thing you are looking for these frosty mornings. He also has a full line of whips, blankets, leather goods and axle grease.

Mr. Parsons employs another harness maker the year round besides himself and they are both kept busy continually. The reputation of any enterprise is built up on the quality of the work which it turns out and in this respect D. E. Parsons has won a most enviable reputation.



H. A. WETTSTEIN
Merchant Tailor.

In any business a primary consideration is a pleasing appearance. No one thing will make this quicker than well made clothes which fit. Mr. Wettstein is a tailor of over forty years experience and is able to turn you out a suit exactly according to your taste. He has a full line of imported and domestic fabrics and has from two to three tailors working for him the year round. This insures prompt service as well as fine quality of goods. Only from a week to ten days are required to complete a suit of clothes. Prices range from $18.00 to $50.00 per suit.

In connection with the tailor store, Mr. Wettstein has a cleaning and pressing department. Here he has built up a large trade on account of the good work which he does. Mr. Wettstein has been in Ames for nine years and at Newton, Iowa, he conducted a tailor shop for twenty-two years. He learned his trade in Switzerland and with all his experience in this country has learned to suit the most exact tastes of the people.

O. K. BARBER SHOP

..UNDER..

Union National Bank

Let Us Give You a Pointer

On Your

Coal, Flour and Feed Orders

First you should consider QUALITY, then the next thing to consider is SERVICE, and last but not least is the PRICE.

Our Coal

Let us give you the advantage of our experience on the above points FREE of any charge or obligations on your part, whether you buy from us or not. If you do give us your orders we assure you they will have our personal attention.

Our Flour

Should you order a sack of our "ClearQuill" or "Pillsbury's Best" flour, you will take no chances, as we absolutely guarantee every sack to be as good as any flour on the market.

Our Feed

We carry everything in the feed line, either for the farmer or the town man. No order too large. Our Poultry Food is made from the purest and clean est grain we can buy. Our "Sioux" Laying Mash is a winner.

Our Hay

We take great care in selec ting our hay. We carry wild, timothy, clover, mixed, and alfalfa. You can buy it by the ton or by the bale. Either at our store, or we will deliver it. We also carry a large stock of straw.

When Others Fail
Try Us

Roland-Gilchrist Coal Company

Phone - - - - - - 232

Ames Public Library

F. L. HOLMES.
Tailor.

A place which is kept busy continually turing out classy suits for the citizens of Ames is the tailor ship owned by F. L. Holmes. For ten years he has been in the tailoring business and has worked up an enviable reputation in his line. He has always been known to give all work the best consideration possible and turns out nothing but first class work both in quality of workmanship and quality of goods.

He carries a complete line of domestic and imported cloths and can show you just what you want in any shade or color, no matter what your tastes may be. He keeps six tailors busily employed during the heavy season and has become so proficient in making clothes that when it is absolutely necessary he can turn out a suit in three days. He makes all his clothes right in his shop and guarantees all of his work.

Besides making suits and doing a general tailoring business he conducts a department for cleaning and pressing. He aims to enlarge his store from time to time as the pressure of trade demands it. On account of his policy of trying to please, he deserves your patronage.

DUCKWORTH & GIBSON.
Undertaking, Pianos and Art Goods.

It is not every city the size of Ames which can boast of such an up-to-date art store as that conducted by Duskworth & Gibson. They aim to make this art store one in which people may find anything they desire in the art line. They have a beautiful assortment of pictures and art goods on hand and it will be worth your while to call at this store when looking for artistic decorations or a suitable gift.

These gentlemen have recently added to their stock a complete line of window shades and the latest modern machinery for making same. A specialty is made of calling at the house to measure and estimate prices on these.

This firm is the county distributor for the well known Waltham piano, and has placed many of these throughout Story County. They are also agents for the Standard Sewing Machine. Goods purchased at this store will be delivered to any point, no matter how far or near.

The undertaking department of this store gets much of the business in this line of work of Story County and vicinity. In connection with their undertaking parlors, they have an automobile hearse and ambulance service. Mr. Duckworth is a licensed embalmer and has had much experience in the undertaking business. He has been in Ames now nine years and previous to that time was established at Boone, for five years.

Mr. Gibson, the junior member of the firm, who has had a half interest in the business since July, 1915, was formerly in the employ of the Tilden Store.

PRINCESS CANDY COMPANY.
Frank Coukoulas.

This is a store which has been helping to satisfy the sweet tooth of Ames for the past four years and is coming to be very popular with people who want the best there is in candy, fruit and ice cream.

All the candy sold here is manufactured right in the shop under perfectly sanitary conditions and only the purest of materials enter the finished product, and the display of sweets is indeed an attractive one to the prospective customer. A large

soda fountain completely equipped with the latest and most up-to-date fixtures is found here. An ice cream parlor that is distinctly attractive to the person who wants to partake of some refreshments, is a feature that has been worked out splendidly by this establishment. A beautiful arbor where one may sit and enjoy his soda or sundae is a feature that has procured many customers for this store. One of the new ideas in the way of refreshments is the fraternity and club sundaes which are only to be found here. A particular kind of sundae has been designed for every fraternity and sorority, whether na-

tional or local on the campus, and this unique and original idea has drawn much patronage from the college community.

Western fruit, particularly from California, with quality of the best, is always to be had at this store and cigars and tobacco to suit all wants are in constant supply. The business is a growing one and deserves commendation.

A. L. CHAMPLIN.
General Store.

Honesty, integrity and hard work. These have been the principles that Mr. Champlin has applied ever since he was a boy, and his present enormous business has been solidly builded on the foundation of these principles. Since 1904, when he first started in business in a very small way over at the corner of Ash and Lincoln Way, he has been steadily increasing his business. In 1908 Mr. Champlin put up the present brick building which he occupies. This building consists of basement, ground floor and a large dance hall above, with a total of 15,000 square feet of floor space in all. It is one of the most imposing structures of its kind in the vicinity and is easily the largest general store in this locality.

Among the lines that are handled at this establishment are general groceries, meats, drugs, hardware, paper, paints and oils, bakery goods, stationery, school supplies and notions. The business demands the employment of about thirty people the year round, and Mr. Champlin has proven himself a capable manager of his employes.

Three years ago Mr. Champlin built a large barn near his store from which he maintains a livery service day and night and does draying and transfer work of all kinds. In fact, from 1908 until 1914 he did all the college draying, which was indeed no small task. Hay, both baled and in bulk, straw, corn and oats and other grain and mill feeds of all kinds are kept for sale by Mr. Champlin.

A year or so ago a tea room was opened in the basement of this large building and it now has a seating capacity of seventy people. Short orders and regular meals are served here at popular prices and the place has done a thriving business. On the top floor of the building is a splendid dance hall which is popular with social organizations on the campus when they give dances or other social affairs.

Nothing has ever been too big for Mr. Champlin to undertake. He has overcome obstacles which would have daunted ordinary men and has pushed his way to the front and incidentally to success by his consicentious efforts to serve the public. His popularity with the students, especially is well known. In addition to his present business, Mr. Champlin has been connected at one time or another with many business enterprises. In 1909 he and Mr. Edwards opened up a coal yard on Lincoln Highway and ran the business in partnership for a few years, when Mr. Champlin sold out his interest to his partner. Practically all of the grading work on the new state athletic field was done by Mr. Champlin. This was no small job. Thousands of cubic yards of dirt had to be moved and the whole job amounted to over $5,000.00. Mr. Champlin also farms in quite a large way. He owns 86 acres of land south of the college and rents a couple of hundred acres more for his farming operations.

In 1913 and 1914 he built a splendid horse and dairy barn on his farm, which is really a model structure of its kind.

As a booster for his community and a conscientious server of the public through his many business lines Mr. Champlin has come to be recognized as one of the most prominent men in Ames, and his business advice is highly valued by those who are fortunate enough to receive it. We highly commend his success.

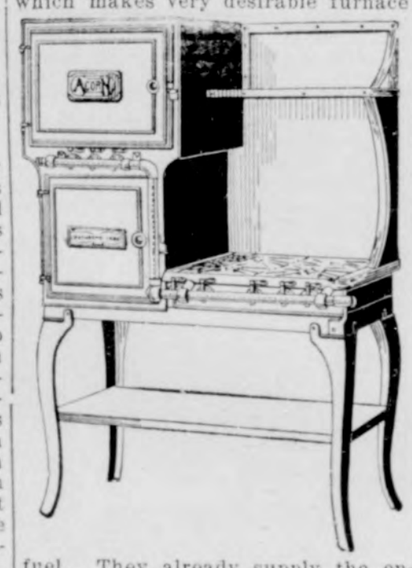
Mr. Champlin was recently elected to the board of directors and to the executive committee of the Iowa State Livestock Insurance Co., of Des Moines.

IOWA PUBLIC SERVICE.

This is an industry of Ames which is truly a benefit to the entire community. A modern kitchen is not complete without its gas range. The Iowa Public Service supplies gas for the city of Ames for heating, cooking and lighting.

This company is an Iowa corporation and was established in the spring of 1910. In September, 1910, they had their gas mains connected up and turned on the gas for public use. In 1912 they bought the Nevada gas property and have built a high pressure line across the country to that city and now supply the gas which Nevada uses.

The plant is located near the Northwestern station and the company have under consideration plans for a new plant, which will be built this spring. The new plant will be a very great improvement over the old one and they expect to enlarge their capacity extensively. In connection with the Tenney water gas generators will be installed coal gas machinery for manufacturing coke, which makes very desirable furnace



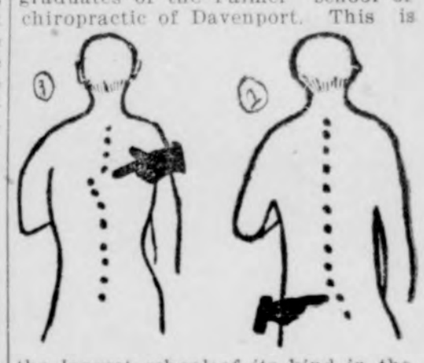
fuel. They already supply the entire city of Ames, Nevada and the college community, as well as Iowa State College. Many farmers between here and Nevada are also supplied with gas. Their office is located on the south side of West Main street, and here is carried a complete line of appliances, fixtures, stoves, lamps, globes, etc. Appleby-Wagner Co., of Saginaw, Mich., gas engineers, have become interested in this property. Mr. E. J. Wagner, a graduate in gas engineering of the University of Michigan, is now in the city assisting the local manager, having in view an active campaign for the extension of the business in both Ames and Nevada. Contract for the new gas works has been let to the American Gas Construction company of Newton, Iowa.

The officers of this concern are C. J. Tenney of Des Moines, who is the president; D. C. Tenney of Newton, Vice president, and H. L. Griffin, secretary and treasurer. Mr. Griffin is the active manager at Ames and gives all matters his personal attention.

EDMUND & EDMUND, D. C's.
Chiropractors.

This is an age of specialties. Nowadays sciences are being studied and investigated all over the world. One of the late sciences which has already done very much toward helping the world in general is that of chiropractic. The chiropractor aims to remove the causes to practically all kinds of diseases. Their theory is that practically ninety per cent of all diseases are caused by impinged nerves, as they leave the spine, and by adjusting the sublexoted vertebrae, nature is given free play again.

In Ames Mr. and Mrs. Edmund are first class chiropractors. They are graduates of the Palmer school of chiropractic of Davenport. This is



the largest school of its kind in the world, and they have in connection with this school one of the largest osteological studios in the world, the cost of which has been estimated at $25,000.00. Here also is conducted the largest clinic in the world, there being as many as 500 patients continually.

People should feel sure that they are abundantly safe in placing their confidence in one who is a graduate of a school of this size. Every graduate is required to do practical work before being granted a diploma. Mr. and Mrs. Edmund are kept busy at their profession and are giving satisfactory adjustments throughout the county.

The Aspect.

"My family has a high descent."

"Yes; I understand it took a big tumble."—Baltimore American.

Times' want-ads bring results.

PREPAREDNESS is the Watchword

Not with Dreadnaughts, Aircraft or modern field guns for the purpose of destroying our fellow man or the results of his economic life. Our efforts should be preparedness that will cooperate with and assist the agricultural interests of the community believing the prosperity of a nation depends largely on the wealth produced from the soil. To this end I am prepared to furnish the tillers of the soil, the implements necesssary to accomplish the larger results. This is the age when modern methods and machinery are coming into their own. A fact you cannot fail to notice in your observance of the results of progressive and thinking farmers. In the selection of my stock I have not been unmindful of the economical uses of power machinery for the larger farmers, while the horse drawn implements for the medium farmer have been selected with the greatest care possible to suit the local conditions.

A Few of the Leading Tools You Will Find on My Floor are Mentioned Below

Engines

La Crosse Hustler (any size), Sandwich (Excess Power), Gade Air Cooled (None Better).

Power and Electric Washers
Stoves a Specialty

Tractors

The Waterloo Boy Tractor, 12-24 H. P. You will be interested in the special features of this wonderful machine.

The Happy Farmer Tractor, a great low priced tractor with exceptional advantages.

Implements

Smith Wagons, La Crosse Plows, Harrows, Cultivators, and discs, horse or power drawn; Oliver Plows, Black Hawk Planters, Sandwich Elevators and Corn Shellers, Acme Harvester Co's Binder, Mowers and Rakes and others not mentioned.

Deering Binding Twine

Motto for 1916---Is "After Sales Comes Service"

Yours for Square and Honest Dealing

I. J. FERGUSON

The "Dinky" and It's Successor

T. J. LOUGHRAN.
The Rexall Store.

Another one of the pioneer business men of Ames is T. J. Loughran, the proprietor of the Rexall store. Twenty-nine years ago he started in the drug business and although not the oldest establishment of its kind in the town, he claims second place in point of service. To give people the best possible goods for their money has been the never ceasing policy of this store.

The Rexall goods need but little introduction. Everyone knows what they stand for—quality always, and Mr. Loughran has kept adding to the Rexall supplies until practically everything he handles is a product of that company. His drugs, stationery, chocolates and perfumes practically all bear the Rexall trade mark. For fifteen years these goods have stood the test and that they have stood it well is evidenced by the fact that the owner has worked up his present prosperous business from practically nothing.

Photographers' supplies to fill the needs of the amateur or the professional are always kept in stock and there is a wide range of selection to be had in these goods. Fountain pens are merely another item in Mr. Loughran's extensive equipment.

Mr. Loughran is well pleased with the way Ames has treated him and is optimistic over a prosperous future for the town.

LEW GAMRATH.
Meat Market.

Mr. Gamrath is another one of the Story County pioneers. He has been in the meat business in the county for thirty-three years, twelve of which have been spent in Ames, and he may well be proud of the fact that he has seen Ames grow to its present size and also expanded his own business in proportion.

Mr. Gamrath does not believe in advertising any particular brand of meat, but he does believe that his customers are entitled to the best there is and to this end he buys only government inspected meats of the very best quality. Most of his meat comes from Omaha, coming through the well known packing houses of the country.

His shop is especially attractive in appearance, neatness and sanitary conditions being two things that have helped develop the business and draw the trade to his shop. The meat is kept in carefully enclosed cases until weighed up to the customer, so that the buyer may feel sure that he is getting a product free of contamination.

C. C. TALLMAN.
Shoes.

Twenty-three years ago Mr. Tallman started in the shoe business in Ames as manager of the store which he now owns. Three years ago he became sole owner and has continued to operate the store in the same business-like and pleasing manner which has always characterized his business methods.

No one line of shoes is advertised to the exclusion of others here, but the goods that are sold to Ames people are bought from wholesale firms wherever the best bargains can be secured and in that way the most in value for the least in money can be offered. Everything that an up-to-date shoe store should carry is handled here. Overshoes, and rubbers for these cold wintry days, and well built shoes to fit every foot can always be purchased at reasonable prices at the Tallman store.

C. E. HOLMES.

Ames if fortunate in possessing a first class music store where everything in musical instruments is carried. Mr. Holmes first started in his business here in 1895. His beginning was very small. Twenty-five sewing machines, two organs and two pianos was his original stock. His first location was in one corner of Mr. Hemstreet's real estate office, which was then located where Garretson and Smith have their barber shop. Now he occupies quarters as large as any store in town and has a most complete line of musical goods.

He carries in stock from twenty to thirty-five pianos the year round and these represent only the most reliable goods from a Jew's-harp to a mandolin. His sheet music department deserves special mention. He has contracts with all the large eastern music publishers who furnish him with the new music as soon as it is off the press. He sells the Columbia phonograph and has a large list of records for this machine.

Mr. Holmes has always endeavored to give the public first class service in his line, and he has without a doubt, succeeded in doing this thoroughly. He will deliver pianos to any part of the county. He has a motor truck especially for this work

and this greatly increases the efficiency of the place. For the convenience of his patrons who have purchased pianos from him he maintains a thoroughly proficient piano tuner. Mr. C. H. Malone takes charge of this end of the work and has been with Mr. Holmes for the past twenty years. If you are in need of anything in the way of musical goods, Mr. Holmes will furnish it for you. If he has not what you want in stock, he will make every effort to get it for you with the least possible delay.

W. H. POOLE.
Groceries.

One of the newer grocery stores of Ames is that owned by Mr. W. H. Poole, who came here from Havelock, Iowa, five years ago to start a general grocery store. In that time he has developed it until he has now a well organized and well equipped store.

Kelley's famous flour is sold here and is the only place in town where it can be bought. Folger's teas and coffees are two other important lines which Mr. Poole especially recommends. Mr. Poole does not push other particular brands of groceries for the reason that he believes in buying wherever he can secure the best good to offer Ames people at the most reasonable prices.

Butter and eggs from the farm are another part of Mr. Poole's business, and he makes it a point to secure the best and retail them out to the city people, so that they may be sure of getting strictly fresh and pure products.

BEST ELECTRIC COMPANY
110 Main Street.

The Best Electric company has shown very rapid growth in the past three years. Mr. W. H. Best started this electric shop with practically nothing and now it has grown into one of the busiest places of Ames. This is probably due to Mr. Best's absolute authority on electrical work. Six years before he started his own shop in Ames he was connected with the Ames Engineering company. He has an electrical shop now which is in a position to quote prices for any sized job.

Some of the large electrical contracts which Mr. Best has had in the recent years are the installation of the electric lights and wiring of Agricultural hall, Iowa State college. The First Methodist church, the post office, Baptist church and he is now wiring the new city hall. He not only does work in the immediate vicinity but in outside points as well. He installed the wiring in two of the large buildings constructed at Fort Dodge and he also wired the court house at Logan, Iowa.

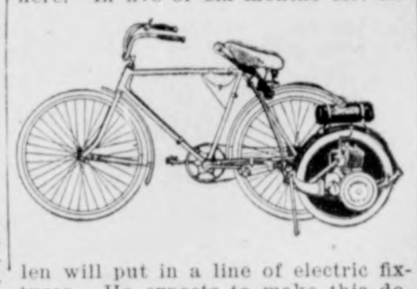
He has a very complete line of electrical goods on display at his store, such as electric irons, electric toaster, lamps and electrical apparatus of all kinds. Since beginning business for himself he has been obliged to enlarge the store and now has twice as much space as when he began.

W. H. Best gives his personal attention to all work and is ably assisted at the store by his wife. Both people are congenial and pleasant to meet and they have built up a business which is a credit to the city.

JOHN ALLEN
Automobile Accessories and Supplies.

One of the most convenient places in this age of automobiles is the well equipped automobile asseccory and supply station. Automobile owners are in daily need of fixtures and repairs which can be supplied without much inconvenience and it is here where the automobile repair shop fits in so handily.

For two years John Allen has conducted such an establishment on the south side of Main street and carries a large stock of automobile parts and repairs. In front of his store he has a gasoline filling station and free air service. He also has a bicycle department in which he carries a full line of repairs for bicycles. At this shop expert tire repairing and vulcanizing is done. Lawn mowers and skates are also sharpened here. In five or six months Mr. Al-



len will put in a line of electric fixtures. He expects to make this department as complete as the rest of his store and will, undoubtedly get a large part of electric installations in and about Ames.

Mr. Allen aims to conduct a first class shop and if he does not have what you want in stock today he will secure it for you in short order. He is well known in this vicinity, having been in the blacksmith business thirteen years previous to going into his present business.

AMES HOTEL.
D. Cupps, Prop.

After having passed through a number of hands since it was first built, the Hotel Ames has now come under the management of Mr. and Mrs. Cupps, who are thorough hotel people, having operated hotels at Indianola, Iowa, Hot Springs, S. D., besides years spent at the Arlington House in Ames. They have operated the Ames Hotel since September 1st, 1915, and have enjoyed a capacity business. The reputation of Mrs. Cupps as a chef and caterer is very favorably known from Chicago to Omaha and the dining room receipts verify her excellent culinary ability.

The structure, as it stands today is a thirty room brick building and shows only to a small degree its more or less advanced age. It is situated at the far end of Main street.

The front office is presided over by M. H. Alpin, an experienced "greeter," and a member of the Nebraska and Iowa Hotel Clerks' association. Mr. Alpin is well known in hotel circles, having spent the last two years behind the desk at the hotel Holst in Boone, and has a wide acquaintance among commercial travelers. The night watch is taken by Charles Clark, who has officiated in this capacity for many years.

The hotel is conducted on American plan at the rate of $2.00 per day and up.

Haverly Transfer Line

Auto Truck Service

Draying of All Kinds and House Moving Straw and Hay Baling

PHONE 145

216 Duff Ave. Ames, Iowa

Pasteurized Milk Is Safe Milk

IT SAFEGUARDS YOU FROM

1. Foot and mouth disease.
2. Typhoid fever.
3. Many intestinal troubles.

Please note that the overworked "*tuberculin tested*" means nothing by way of protecting you from tuberculosis germs in milk, because the tuberculin test is not an infallible guide as to whether the animal has tuberculosis. This test can be and is fraudulently used.

Pasteurized Milk Is Safe Milk

Buy from the only privately owned pasturized plant in Story County

O'NEIL'S DAIRY

PHONE 62